



PUGET SOUND PUBLIC RADIO BOARD
 STRATEGIC PLANNING COMMITTEE MEETING
 THURSDAY, OCTOBER 1, 2020
 3:30 PM – 5:00 PM

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJIsduqhrTkrGNGq6dWP1QkvNDLiMjTk3ccL>

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 approach to the North Star SROI and review outcomes & strategies
- Reaching consensus on the approach, schedule, timeline and deliverables

Questions for Committee Members

1. How do you see the North Star synchronizing with Six Core Objectives for this year?
2. What should a Finalized Report look like?
3. What presentation would you like to see from management from staff at the next meeting?

AGENDA

3:30 – 3:40 PM	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Overview of Meeting 3. Invitation to Disclose Possible Conflict of Interests 4. Approval of February 3, 2020 Committee Minutes 	Exhibit 1	Irwin Goverman Shauna Causey
3:40 – 3:55 PM	<ol style="list-style-type: none"> 5. STATION BUSINESS <ol style="list-style-type: none"> A. Dashboard/KPI Report <ul style="list-style-type: none"> ➢ KUOW August Tonnage Report ➢ Tonnage Metric Example 	Exhibit 2 Exhibit 3 Exhibit 3a	Caryn Mathes
3:55 – 4:40 PM	<ol style="list-style-type: none"> 6. COMMITTEE BUSINESS <ol style="list-style-type: none"> A. KUOW North Star & Impact Statement <ul style="list-style-type: none"> ➢ North Star SROI Process ➢ Outcomes/Strategies Tactics Grid ➢ Phase 3 - Communication & Timeline ➢ Board & Committee Participation and Expectations 	Exhibit 4 Exhibit 5	Irwin Goverman Lisa Nitze Caryn Mathes Irwin Goverman

**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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B. Reschedule October 14th Meeting

- Meeting Poll (Oct 28, Oct 29, Nov 2)

4:40 – 4:50 PM	7. <u>ADDITIONAL BUSINESS</u>	Shauna Causey Irwin Goverman
	<ul style="list-style-type: none">➤ Agenda Topics for EXEC & BOD Meeting➤ Agenda Items for SPC Next Meeting➤ Public Comments	
4:50 – 5:00 PM	8. Executive Session*	Irwin Goverman
5:00 PM	9. Adjourn	Irwin Goverman

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APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

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

PRESENT: Irwin Goverman (SPC Co-Chair), Shauna Causey (SPC Co-Chair), Lisa Nitze, Heidi de Laubenfels, Andy McGovern and Mark Ashida

ABSENT: Indranil Ghosh, Nicholas Patrick, Demetria Elmore and Aaron Rocke

ALSO ATTENDING: Caryn Mathes, Fieta Robinson and Ryleigh Brimhall

I. **Meeting Called to Order**

Mr. Goverman welcomed the Committee members and called the meeting to order at 3:35 PM. He provided an overview of the objectives and purpose of the meeting.

II. **Conflict of Interests**

There were no conflict of interests.

III. **Approval of Minutes**

Mr. Goverman called for a motion to approve the February 2, 2020 minutes. Mr. Ashida motioned, and Ms. Causey 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 118% of projection; on demanding listening is a 105% of goal. Reporter engagements in the community are at 152 % of goal and the source diversity in the Newsroom is running ahead of goal for both aggregate (61%) toward goal of 40%. Source Diversity for “The Record” running ahead of goal of 29%, in Running Avg. (31.5%); August email subscribers at nearly 135% of goal.

Total from Individuals Giving at 128% over projected goal. Major Gifts is at 117% over projected goal. Donor renewals are at 116% over projected goal. Business Support Revenue is at 109% of goal driven by a strong July.

Overall, to date the Station has either met or exceeded 11 of 16 established metrics and goals, or 69%.

KUOW August Tonnage Report

Ms. Mathes presented the Tonnage Report. Overall from August 2019 to August 2020, there was a percentage increase in Digital Listening, KUOW.org, Social Media, Active Donors/Members and Total Network Audience. The only decrease was in Linear (Broadcast) Radio and the reason was suggested it was due to lack of commuting due to Work-From-Home.

APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

October 1, 2020

STRATEGIC PLANNING COMMITTEE (SPC)

3:30 PM – 5:00 PM

V. Committee Business

A. *KUOW North Star & Impact Statement*

North Star SROI Process

Lisa Nitze presented the Strategic Impact Framework. The steps to develop this Framework were define the problem the organization is solving, define the North Star, define the intended impact, define the theory of change and 3-5 desired outcomes, and identify strategies to support each outcome.

Outcomes/Strategies Tactics Grid

Caryn Mathes presented the 6 current outcomes and strategies. The Outcomes and Strategies were shown how they are connected to current tactics, Programs & Activities.

Next Steps

Caryn Mathes discussed bringing Liza Nitze to present the Strategic Framework Process to the Senior Leadership Team. Ms. Mathes would also like to have finalize aligning language and metrics from the Framework to the current operational KPIs.

B. *Reschedule October 14th Meeting*

Meeting Poll (Oct 28, Oct 29, Nov 2)

The Committee decided on an additional meeting for October 28, 2020 3:30-5:00 PM.

Adjournment

There being no further business, Mr. Goverman adjourned the Strategic Planning Committee meeting at 5:05 PM.

Respectfully Submitted by
Irwin Goverman, SPC Co-Chair
Shauna Causey, SPC Co-Chair
Fieta Robinson, Board Liaison