



KUOW, R&R Committee January 25 Meeting RSVP REQUIRED

KUOW

Thursday, January 25, 2024 at 3:30 PM PST to 5:00 PM PST

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?*

- | | |
|--|----------------|
| I. Welcome & Call to Order | 3:30 PM |
| A. Welcoming New Members | |
| B. Invitation to Disclose Possible Conflicts of Interest | |
| C. Approval of Reach & Resource Committee Meeting Minutes | |
| D. Overview of Meeting | |
| II. Station Business Report | 3:35 PM |
| A. UUR Update with Digital Team | |
| B. Updates from Reach & Resource Departments (Exhibit) | |
| III. Committee Business | |
| A. 2024 Engagement Plan | 3:50 PM |
| 1. 2023 Engagement Form Update | |

B. Brief 2024 Retreat Update	4:35 PM
C. 2024 Draft Workplan Review	4:40 PM
IV. Other Business	4:50 PM
A. Topics for Exec & Board Meeting Agenda	
V. Public Comment/Executive Session	4:55 PM

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.

VI. Adjourn

Date of Next Meeting- March 21st 2024

Upcoming Board Events & Activities

- Valentine's Cart | 2/13
- Summer Ice Cream Social | 7/24
- Staff Appreciation Breakfast | 8/21



APPROVED KUOW, Reach & Resource Committee January 25 Meeting Minutes

KUOW – Virtual & In-Person | Jan 25, 2024 at 3:30 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

Attendance

Members Present: Laura Cañate, Wassef Haroun, Caryn Mathes, Andy McGovern, Claire O'Donnell, Lucrezia Paxson, Jamie Robinson, Kevin Schofield

Members Absent: Roshni Naidu

Staff Present: Rami Al-Kabra, Zaki Hamid, Ryleigh Brimhall, Shawnteasha Crow, Annette Promes, Fieta Robinson, Kerry Swanson

Members of the Public: n/a

I) Welcome & Call to Order

- a) Ms. O'Donnell called the meeting to order at 3:33 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 October 27 Reach & Resource Committee Minutes:**
Ms. O'Donnell called for a motion to approve the October 27 Meeting minutes. Motion moved by Lucrezia Paxson and motion seconded by Wassef Haroun. With no objections, the meeting minutes were approved.
- e) Overview of Meeting
 - i) Ms. O'Donnell provided a brief overview of the meeting.

II) Station Business Report

- a) UUR Update with Digital Team
 - i) Ms. O'Donnell welcomed Mr. Swanson and Mr. Al-Kabra to discuss the current Users, Usage, and Revenue trends and to give an update on the digital initiatives. Mr. Swanson shared with the Committee insights on the current trends impacting UUR and the progression of the FY24 UUR goals. Mr. Al-Kabra then presented to the Committee a walkthrough of the potential new KUOW website. The updates to the website were designed to increase the audience's usage of the website and to fit better on mobile devices.

Key differences made by the Digital Team were content order of stories, recommended content following stories, and a change in overall aesthetic design overhaul. The Digital Team plans to facilitate A/B testing to measure and collect feedback on the site, returned visitors, the number of articles read, and the number of minutes listened are key indicators that will be measured. The KUOW mobile app would be the next project for the team once the website was solidified.

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 marketing advertising and branding guide 'personas', typecasts of how marketing broke up KUOW's audience to provide more targeted content and advertisements. Within donor engagement, the team is preparing for the March 2024 spring pledge drive and plans on testing different streaming options for listeners.

III) Committee Business

a) 2024 Engagement Plan

- i) Ms. O'Donnell led the Committee through a discussion of planning the 2024 Engagement Plan. Ms. O'Donnell shared that in 2023, there was a low number of completed engagement plans. Some opportunities for growth that the Committee discussed were tracking the completed engagement opportunities and presenting the Board with a shorter, more focused list of engagement opportunities. The Committee discussed creating engagement opportunities at Board meetings, and the Board retreat since those events have high in-person attendance.

b) Brief 2024 Retreat Update

- i) Mx. Brimhall gave an overview of the March 2024 Board Retreat. The planning committee is finalizing the agenda and conversation topics and the event will be hosted at the Intellectual House.

c) 2024 Draft Workplan Review

- i) Ms. O'Donnell led the Committee through the 2024 workplan. The workplan included UUR key performance indicators, quarterly pledge drives, staff and Board engagement events, and other upcoming events. The Committee did not have any additional feedback and the workplan will move to the Executive Committee for review. The Committee will update the work plan with key events for ambassadorship once the Community Engagement emphasizes important events.

IV) Other Business

- a) Topics for Executive & Board Meeting Agenda
 - i) Ms. O'Donnell decided to bring the topics of the Board Engagement Form
And 2024 work plan to the Executive Committee.

V) Public Comment/Executive Session

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

VI) Adjourn

- a) Ms. O'Donnell adjourned the meeting at 4:58 PM.