



## **KUOW, R&R Committee October 9 Meeting**

KUOW

Wednesday, October 9, 2024 at 3:30 PM PDT to Wednesday, October 9, 2024 at 5:00 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?*

#### **Meeting Purpose**

The Meeting Purpose is reviewing the 2025 Draft Workplan, Finalize the Engagement Form Questions, and Updates on the Fall Pledge Drive and UUR KPIs.

#### **Meeting Objectives**

- Review 2025 Draft Workplan
- Finalize 2025 Engagement Form Questions
  - For the Annual Meeting
- Update on Fall Pledge Drive
- Update on UUR KPIs

### **I. Welcome & Call to Order**

**3:30 PM**

#### **A. Invitation to Disclose Possible Conflicts of Interest**

**B. Overview of Meeting**

**C. Approval of Reach & Resource Committee Meeting Minutes**

**II. Committee Business**

**4:05 PM**

**A. 2025 Engagement Plan**

**1. Finalize 2025 Engagement Form Questions**

*Heidi's Notes from June*

- Give some (any!) amount to KUOW – seriously, it could be just \$10
- Show up for board and committee meetings at least 75% of the time  
*(Governance Tracking)*
- Serve in a leadership role at some point during their time on the board
- Serve as an ambassador for KUOW, including helping recruit new directors
- Support the staff with requests they might make, such as advice, \$ asks and intros
- Review and approve the station's annual budget
- Review and approve the station's financial investment strategies
- Contribute to the annual assessment of the GM/CEO
- Be engaged/respectful enough to communicate about barriers to attendance
- Question: Does just showing up as being on the board have value without any other engagement? If one is a well-known figure, is that inherently valuable? Enough to overcome a lack of ability to engage in meetings and other activities?

**B. 2025 Draft Workplan**

**1. Staff Presentation Topics from Kerry**

**III. Station Business Report**

**4:50 PM**

**A. UUR YTD Update**

**B. September 2024 Pledge Drive Retrospective/Update**

**C. Updates from Reach & Resource Departments (Exhibit)**

**IV. Other Business**

**A. Topics for Exec & Board Meeting Agenda**

**V. Public Comment/Executive Session**

**5:25 PM**

**VI. Adjournment**

**VII. Upcoming Board Events & Activities**

Annual Meeting 11/21 - 4:30 -6:30 PM (w/ 6:30 -8:30 PM Reception)



## APPROVED KUOW, Reach & Resource Committee October 9th Meeting Minutes

KUOW – Virtual & In-Person | October 9th, 2024 at 4:00 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

### **Attendance**

**Members Present:** Laura Cañate, Claire O'Donnell, Kevin Schofield,

**Members Absent:** Roshni Naidu, Wassef Haroun, Jamie Robinson, Lucrezia Paxson

**Staff Present:** Ryleigh Brimhall, Annette Promes, Kerry Swanson, Jayme McKinney, Caryn Mathes

**Members of the Public:** n/a

### **I) Welcome & Call to Order**

- a) Ms. O'Donnell called the meeting to order at 3:38 PM.
- b) Invitation to Disclose Possible Conflicts of Interest
  - i) Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- c) Approval of Reach & Resource Committee Meeting Minutes
  - i) The August 5th Reach & Resource Committee Meeting Minutes were not approved due to lack of quorum.

### **II) Committee Business**

- a) 2025 Engagement Form
  - i) The Committee reviewed the engagement form, and Ms. O'Donnell led the discussion, asking the Committee for their feedback on whether change needs to happen or anything that could be helpful from a tracking perspective.
  - ii) Ms. O'Donnell led a discussion about the 2025 engagement plan. The Committee discussed many ideas about creating routines and rituals around engagement, such as having the Committee members help with fundraising and giving an amount, as well as a new annual Committee attendance tracker.

### **III) Ideas for 2025 Workplan**

- a) The Committee discussed the Workplan draft and what updates or changes they may want to make. Ms. Canata mentioned that when she was new to the board, clarifying who was responsible for specific activities would have been helpful. One suggestion was to color code or have a key describing what it means.

### **IV) Station Business Report**

- a) With station business, Mr. Swanson presented the upcoming focus to continue to focus on building our audience. More on-air promotions. Up-to-date promotions would give people different opportunities to go to. This would continue to increase the monthly downloads per listener. Overall, metrics were being met.

**V) Other Business**

- a) Topics for Executive & Board Meeting Agenda
  - i) Ms. O'Donnell decided to bring the Board Engagement update with a clear summary of the Board engagement process, the Deep dives, and then have an update of the pledge drive to the Executive Committee.

**VI) Public Comment**

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

**VII) Meeting Adjourn**

- a) Ms. O'Donnell called the meeting to adjourn at 4:56 pm.