Charting a Course for Public Service

FY 2023 – FY 2025
Strategic Framework

PBS Fort Wayne

Educate—Inform—Inspire—entertain
Mission Statement
*Enriching community through engaging content*

Vision Statement
*A curious, inspired, and engaged community*

**Our Values**

**Connection with Community**
We listen, respond, collaborate, and lead

**Inclusion**
Welcoming, inclusive content, and representational diversity

**Integrity**
The utmost care to protect and grow our community’s trust

**Sustainable Stewardship**
All actions are thoughtfully undertaken, fiscally responsible, and forward looking

**Engagement**
Collaborate and connect with our communities, partners, audiences, staff, volunteers, and board members

**Content**
Engage our communities through the creation, curation, and multiplatform distribution of trusted, meaningful, and enriching content

**Technology**
Embrace and implement effective technology and infrastructure systems to allow optimal engagement and connection of audiences across platforms

**Sustainability**
Enable organizational sustainability through diverse revenue streams, audience appreciation, inspired staff, and mindful board building.

**Strategic Priorities That Propel Our Public Service**
Engagement

Engage our communities through the creation, curation, and multiplatform distribution of trusted, meaningful, and enriching content

I. Build durable, mutually beneficial relationships with local organizations and serve as an essential partner for community engagement

II. Develop, track, and report on key metrics for audience development across platforms to serve them meaningful content and experiences

III. Create content and events that connect our audience with our programming.

IV. Design and implement a comprehensive station-based marketing plan

Content

Engage our communities through the creation, curation, and multiplatform distribution of trusted, meaningful, and enriching content

I. Assess area needs and interests annually to further content development

II. Develop local content which broadens audience appeal, deepens engagement, and expands revenue streams

III. Create and distribute local content across existing and evolving platforms to grow audience

IV. Utilize remote truck to produce and distribute experiences which develop community connections
Technology
Embrace and implement effective technology and infrastructure systems to allow optimal engagement and connection of audiences across platforms

I. Stay abreast of new innovations in technology and distribution platforms while embracing new opportunities to benefit our community with existing technology

II. Create a comprehensive facilities plan, including technology requirements, to ensure appropriate fiscal resources

III. Invest in technology and systems that improve our distribution and station operations

IV. Adopt data systems to better collect, understand, and utilize audience information and insights

Sustainability
Enable organizational sustainability through diverse revenue streams, audience appreciation, inspired staff, and mindful board building

I. Create and implement a funding plan which strengthens donor and corporate relationships while undertaking new opportunities for a diversified base of financial support

II. Develop outreach to ensure an engaged audience and increase relationship giving

III. Craft succession plans for key staff roles and ensure staff have access to professional development opportunities and feel appreciated and engaged in a healthy, balanced work culture

IV. Plan for mindful and inclusive board recruitment, onboarding and affiliation to provide succession through defined leadership pathways, strengthened roles in resource development, and excellences in governance