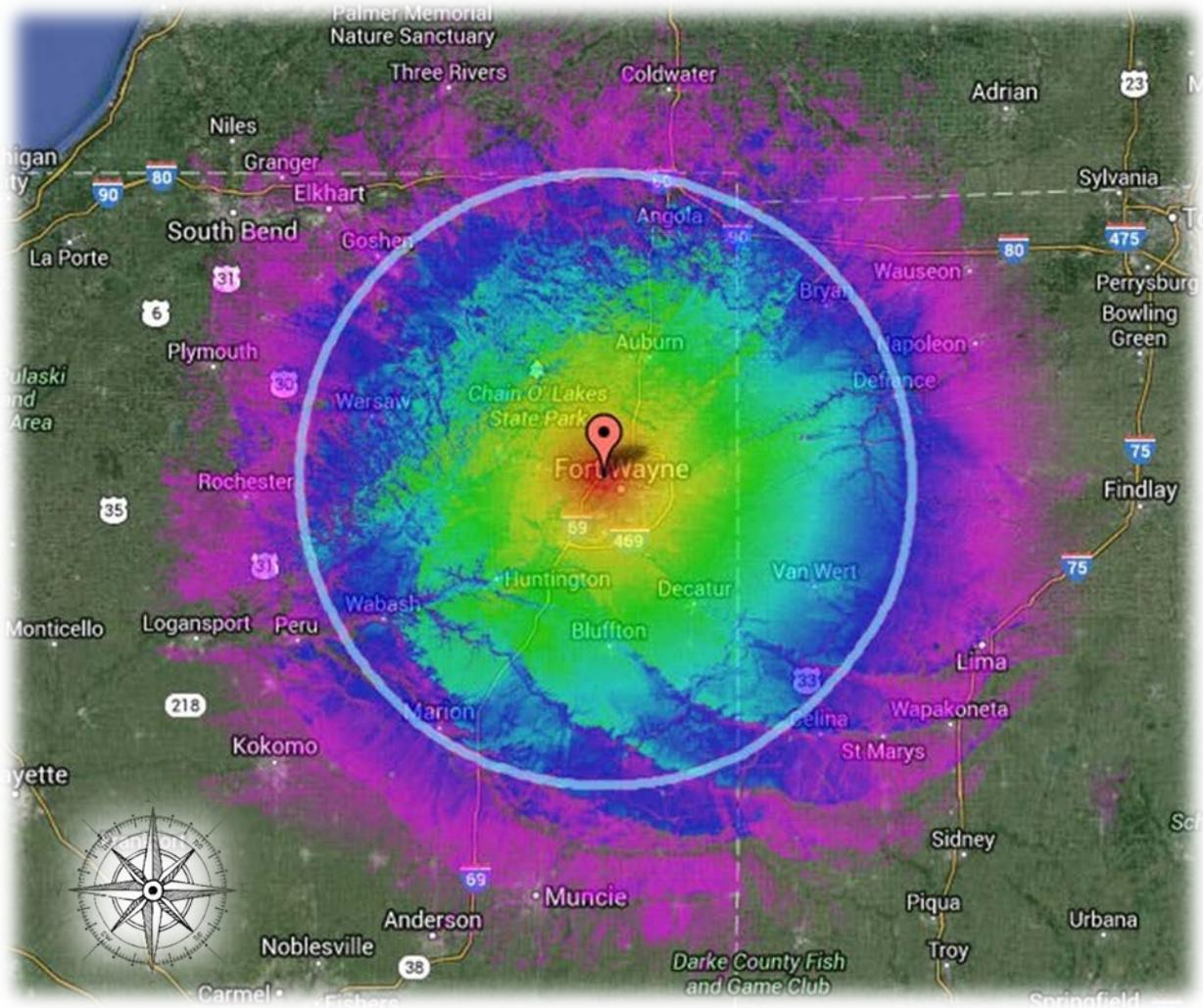


CHARTING A COURSE FOR PUBLIC SERVICE



FY 2023 – FY 2025

STRATEGIC FRAMEWORK



EDUCATE—INFORM—INSPIRE—ENTERTAIN

2023-2025 Strategic Plan

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



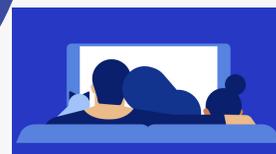
Engage our communities through the creation, curation, and multiplatform distribution of trusted, meaningful, and enriching content

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

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

- 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**

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**

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**