

## **Strategic Planning Workgroup**

### **Review & Evaluate 2017-2020 Strategic Plan Subgroup Meeting Notes 5/10/2023**

Time: 6:00pm

Present: Mike Frost, Jill

Note taker: Jill

#### OVERVIEW

- This subgroup will meet to review and evaluate the 2017-2020 Strategic Plan
  - kboo-strategic-plan\_2017-2020\_final-web-1.pdf

#### FINAL REPORT

- The sub-workgroup agreed to produce a report on the 2017-2020 strategic plan to KBOO's membership

#### PROCESS

- The sub-workgroup will evaluate each of the 3 goals from the 2017-2020 strategic plan separately
  - 1 per meeting, with a report drafted by the 4th meeting.

#### REVIEW & EVALUATE

- For each goal in the 2017-2020 strategic plan:
  - What were the successes?
  - What were the challenges?
  - What do we not know?
  - What are lessons learned?

#### KBOO STRATEGIC GOAL 3

- **Successes**
  - Objective 3:1 | Success Metric 1
    - Funding has been budgeted for each year for baseline listenership data including on-line listening
  - Objective 3:1 | Action 5 & Success Metric 7
    - There was a series of 3 programmer surveys to assess needs and interests to develop and implement a plan to increase programming skills and capacities.

- **Challenges**

- Objective 3:1 | Action 4
  - Youth programming continued to increase through 2018
  - The Youth Collective dissolved during COVID
- Objective 3:1 | Success Metric 6
  - No current plan for increasing youth programming
- Objective 3:2 | Success Metric 1
  - The archiving project is incomplete.
- Objective 3:3 | Success Metric 1
  - KBOO has not implemented at least 1 new programming stream
- Objective 3:3 | Success Metric 2
  - We do not currently have a podcast training and support program integrated into our current training program.

- **Unknown**

- Objective 3:1 | Action 3
  - Was local programming evaluated?
    - Maintained?
    - Increased?
- Objective 3:1 | Success Metric 3
  - Program evaluation plan created
  - Program evaluation plan funded and implemented and ongoing?
- Objective 3:1 | Success Metric 5
  - Is there a plan for local programming
    - Written and implemented?
- Objective 3:2 | Action 1
  - Did KBOO hire a coordinator for the archive project?
- Objective 3:2 | Success Metric 2
  - Are the archives searchable to the public?
- Objective 3:2 | Success Metric 3
  - Is/was there a promotion plan implemented for the use of the archives content?
- Objective 3:4 | Action 1

- Did the Programming Committee address strategic plan survey input and the call for local programming and listener engagement, etc.
  - Objective 3:4 | Action 2
    - Was there a community-wide survey of media and others to identify KBOO's niche and gaps to be addressed in the landscape, in terms of content and systems.
  - Objective 3:4 | Action 3
    - Was a plan implemented based on the community survey input?
- **Lessons learned**
  - |

#### ACTION ITEMS

- Other research for 2017-2020 Strategic Plan: Goal 3
  - [Kboo-strategic-plan\\_2017-2020\\_final-web-1.pdf](#)
  - Listenership by year
  - History of Nielsen data'
  - What happened to the archive project?
- Prepare outline for Final Report

#### NEXT MEETING

- Wednesday, 6/14 at 6pm