



PUGET SOUND PUBLIC RADIO BOARD
 STRATEGIC PLANNING COMMITTEE MEETING
 MONDAY, AUGUST 9, 2021
 3:30 PM – 5:00 PM

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJwsduyrrD0rG9CXuthkEY1DhqclwTLATJEh>

Strategic Planning Committee Purpose

Continually analyze and discuss the media landscape and industry trends to help ensure sustainability of the station, its mission, vision, values and future.

- A. Ensure the SBP and Goals advance the mission and purpose of the station
- B. Identify external changes, trends, opportunities and threats that may affect the station’s strategic direction and/or near-term operational planning
- C. Work with Finance Committee to allocate funding for SBP Initiatives
- D. Work closely with Management to monitor current year initiatives and goals (provide status updates at Board meetings)
 - Is the station on track to meet its strategic objectives?
 - Are the initiatives still relevant to identified goals in the SBP?
 - Are there any special circumstances that may impact the overall plan or stated FY initiatives?
 - What are the challenges for management?
 - Where does management believe SPC members can be of assistance?

Meeting Objectives

- Station Business: review North Star-aligned KPIs and goals for FY22
- Committee Business: extract candidate action items from Board Retreat for station consideration

Requests for Committee Members

Your thoughts and feedback on KUOW’s FY22 KPIs and goals

Your assistance in extracting key candidate action items from the retreat during committee working session

AGENDA

3:30 – 3:35 PM	<ol style="list-style-type: none"> 1. Welcome and Call to Order 2. Overview of Meeting 3. Invitation to Disclose Possible Conflict of Interests 4. Approval of May 27, 2021 Joint FIN/SPC Committee Minutes Exhibit 1 	Andy McGovern
3:35 – 3:55 PM	<ol style="list-style-type: none"> 5. STATION BUSINESS <ol style="list-style-type: none"> A. Draft of Proposed KPI for Suggestions Exhibit 2 B. Feedback and commentary on FY22 North Star KPIs 	
3:55 – 4:50 PM	<ol style="list-style-type: none"> 6. COMMITTEE BUSINESS <ol style="list-style-type: none"> A. Board Retreat Action Items Exhibit 3 <ul style="list-style-type: none"> ➤ Quiet time for directors to review Ostara retreat packet ➤ Discuss and finalize list of candidate action items for KUOW 	Andy McGovern
4:50 – 4:55 PM	<ol style="list-style-type: none"> A. ADDITIONAL BUSINESS <ul style="list-style-type: none"> ➤ Agenda Items for SPC Next Meeting 	Andy McGovern

**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 or services whenever the premature exposure of such purchase would compromise the business interests of any such organizations.*



PUGET SOUND PUBLIC RADIO BOARD
STRATEGIC PLANNING COMMITTEE MEETING
MONDAY, AUGUST 9, 2021
3:30 PM – 5:00 PM

Register in advance for this meeting:

<https://washington.zoom.us/meeting/register/tJwsduyrrD0rG9CXuthkEY1DhqclwTLATJEh>

➤ **Public Comments**

4:55 – 5:00 PM	B. Executive Session*	Andy McGovern
5:00 PM	C. Adjourn	Andy McGovern

**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.*

APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

August 9, 2021

STRATEGIC PLANNING COMMITTEE (SPC)

3:30 PM – 5:00 PM

Upon notice duly given, the **STRATEGIC PLANNING COMMITTEE** (the “Committee”) of KUOW, Puget Sound Public Radio (PSPR) virtual meeting was held on August 9, 2021 at 3:30 PM via Zoom conference.

PRESENT: Andy McGovern (SPC Chair), Claire O’Donnell, Wassef Haroun, Lisa Nitze, Heidi de Laubenfels, Mark Ashida and Nicholas Patrick

ABSENT: Irwin Goverman (SPC Vice Chair), Shauna Causey, and Robert Palmatier

ALSO ATTENDING: Caryn Mathes, Fieta Robinson, Jennifer Strachan and Ryleigh Brimhall

I. **Meeting Called to Order**

Mr. McGovern called the meeting to order at 3:35PM. He provided an overview of the objectives and purpose of the meeting.

II. **Conflict of Interests**

There was no conflict of interests.

III. **Approval of Minutes**

Due to a lack of a quorum, Mr. McGovern tabled the minutes of the May 27, 2021 Joint Finance and Strategic Planning Committee meeting minutes to the next meeting.

IV. **Station Business**

Feedback and commentary on FY22 North Star KPIs

Mr. McGovern facilitated use of a collaboration tool allowing the committee to comment and ask questions on the current Strategic Impact Framework. Ms. Mathes and Ms. Strachan went through address those comments and questions made by the committee to provide further clarification on FY22 North Star KPIs.

V. **Committee Business**

Board Retreat Action Items

Mr. McGovern facilitated a discussion of Board Retreat Action items: Partnerships on Business Development, Innovation, New Platforms, & User Generated Content, and Customer & Source Data. With Partnerships on Business Development, there was focus new technological opportunities, aligning with businesses & organizations with similar value system, and opportunities that support other sectors like Seattle Arts Sector. With Innovation, New Platforms, & User Generated Content, the focused was on what new platforms would be valuable for content experimentation, continue bringing experts in the field to speak with the board and KUOW staff to infuse new ideas and education on what is new in public media, and opportunities for community platform for shared content creation. With Customer & Source Data, the committee discussed on potential tools and trainings for journalist to have more data-driven and visualization-based content, and live fact checking software or explanation for readers.

APPROVED MEETING MINUTES

KUOW PUGET SOUND PUBLIC RADIO

August 9, 2021

STRATEGIC PLANNING COMMITTEE (SPC)

3:30 PM – 5:00 PM

VI. **Adjournment**

There being no further business, Mr. McGovern adjourned the Strategic Planning Committee meeting at 4:59 PM.

Respectfully Submitted by
Andy McGovern, SPC Chair
Fieta Robinson, Board Liaison