



KUOW, SPC Committee March 6 Meeting RSVP REQUIRED

KUOW

Mar 6, 2023 at 3:30 PM PST to Mar 6, 2023 at 5:30 PM PST

Agenda

SPC Purpose

- Monitor KUOW's management as they execute to the strategic impact framework
- Watch the strategic environment for major changes that would require a relook at the strategic plan initiatives
- Measure Caryn Mathes's performance against the strategic plan KPI's and major milestones
- Give advice and input to Caryn and the station management
- Evaluate the strategic impact framework and whether it needs to be revised
- Ensure that the financial plan supports the strategic impact framework initiatives

DEI Lens Qs (Pre-Meeting)

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 Objectives

Objective: Review and discuss draft FY24 SIF goals

Question(s): What is the most effective way to measure these goals?

I. Welcome and Call to Order

3:30 PM

A. Invitation to Disclose Possible Conflicts of Interest

B. Overview of Meeting Purpose

C. Invitation for Additional Topics

D. Approval of January 23, 2023, SPC Meeting Minutes

II. Station Business

3:35 PM

A. SPC Budget Deep Dive Presentation

1. Introduction to SIF FY24 (5 Mins) (Caryn/Kerry)

2. ASYNC Read Through (10 Mins)

3. Discussion & Questions from ASYNC (75 Mins)

- III. Committee Business** **5:05 PM**
 - A. Board Retreat Update - May 6, 2023**
- IV. Additional Topics** **5:20 PM**
 - A. Items for Executive Committee Agenda/Full BOD Meeting**
 - B. Next FIN/SPC Meeting- May 26 2022**
- V. Public Comment/ Executive Session** **5:25 PM**
 - A. Executive Session**
- VI. Adjournment**



APPROVED KUOW, SPC March 6, 2023 Meeting Minutes

KUOW – Zoom & In-Person | Mar 6, 2023 at 3:30 PM PST

In-person Location: UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle, WA 98105

Virtual Location: Zoom

Attendance

Members Present (Remotely): Carmen Cano, Wassef Haroun, Heidi de Laubenfels, Caryn Mathes, Andy McGovern, Claire O'Donnell

Members Absent: Roshni Naidu

Staff Present (In-Person): Ryleigh Brimhall

Staff Present (Remotely): Shawnteasha Crow, Fieta Robinson, Kerry Swanson

I. Welcome and Call to Order

Ms. de Laubenfels called the meeting to order at 3:37 pm.

A. Invitation to Disclose Possible Conflicts of Interest

Ms. de Laubenfels asked the Committee to disclose any possible conflicts of interest, and none were expressed.

B. Overview of Meeting Purpose

Ms. de Laubenfels gave an overview of the meeting's purpose, previewing the FY24 SIF and KPIs and discussing the upcoming retreat.

C. Approval of January 23, 2023, SPC Meeting Minutes

Motion:

Ms. de Laubenfels called for a motion to approve the January 23rd SPC Meeting Minutes. The motion was moved by Claire O'Donnell and motion seconded by Wassef Haroun. Without any further comments, the January SPC meeting minutes were approved.

II. Station Business

A. Strategy & KPI Deep Dive Presentation

Ms. de Laubenfels introduced Ms. Mathes and Mr. Swanson to present and discuss the drafted FY24 Strategic Impact Framework (SIF) and key performance indicators (KPIs). Included in their presentation were an overarching goal for the year and two 'Big Bets,' as well as strategies, tactics and metrics associated with outcomes in the SIF.

The Committee read the FY24 SIF Development Overview document and composed their thoughts and feedback. The two Big Bets for FY24 include the "Consistent production of content that will meet our audience goals and create repeat usage," and "Develop an organizational culture that centers coaching and accountability." Mr. Swanson highlighted that the Big Bets are important to the strategy and livelihood of the Station and to creating the culture needed for the success of the Station.

III. Committee Business

A. Board Retreat Update

Ms. de Laubenfels briefly discussed the upcoming Board Retreat and the theme of Engagement. One topic under discussion for the retreat was using the *Ghost Herd* podcast as a case study to examine strategy and the relationship with NPR going forward.

IV. Public Comment

There were no members of the public in attendance at the UW Tower, none in attendance via Zoom, and no public comment was made.

V. Executive Session

Without further discussion, Ms. de Laubenfels adjourned the public portion of the meeting and called an executive session at 5:27 pm to discuss privileged proprietary information.

VI. Adjournment

Ms. de Laubenfels adjourned the Executive Session at 5:34 pm.