



RESCHEDULED KUOW, R&R Committee October 27 Meeting

KUOW

Oct 27, 2023 at 3:30 PM PDT to Oct 27, 2023 at 5:00 PM PDT

Agenda

Committee Purpose

The KUOW Reach and Resource Committee advances and encourages support for – and advocacy of – KUOW in the Puget Sound region and beyond. As such, the Reach and Resource Committee is charged with, but not limited to, the following:

- (1) Ensuring that all Board members have the capacity to be effective ambassadors when representing the organization, and are able to work in support of KUOW staff-directed priorities, strategies and outcomes;
- (2) Cultivating and activating relationships in the community in support of KUOW strategic initiatives;
- (3) Help to identify strategies, develop best practices and methods, and promote community events;
- (4) Perform such other functions required by law or otherwise as are necessary or appropriate to further the Committee’s purposes or as may from time to time be delegated to the Committee by the Board

DEI Lens Qs (Pre-Meeting Reading)

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?*

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| I. Welcome & Called to Order | 3:30 PM |
| A. Invitation to Disclose Possible Conflicts of Interest | |
| B. Approval of Reach & Resource Committee August 15th Meeting Minutes | |
| C. Overview of the Meeting | |
| II. Station Business Report | 3:35 PM |
| A. R&R Staff Departments & Upcoming Opportunities for Engagements | |
| ASYNC DOC For Staff Departments | |
| III. Committee Business | |
| A. 2024 Committee Goals and Structure | 3:55 PM |

1. Committee Charter Review

The focus of which shall include (1) ensuring that all Board members have the capacity to be effective ambassadors when representing the organization and are able to work in support of KUOW staff-directed priorities, strategies and outcomes; (2) cultivating and activating relationships in the community in support of KUOW strategic initiatives and community events; (3) helping to identify *member acquisition*, engagement and fundraising strategies, inform best practices and methods, *and evaluate performance against the critical corresponding KPIs*; and (4) perform such other functions as required by law or otherwise as are necessary or appropriate to further the Committee’s purposes or as may from time to time be delegated to the Committee by the Board

2. Plus & Deltas of R&R (Stop, Start, Continues)

[ASYNC R&R Stop, Starts, Continues](#)

B. 2023 Engagement Form Update (Bulk of the Meeting) 4:15 PM

1. Last Push for the End of Year

2. 2024 Engagement Form

IV. Other Business

A. Topics for Exec & Board Meeting Agenda 4:45 PM

B. Thank you to Connie! 4:50 PM

V. Public Comment/Executive Session 4:55 PM

VI. Adjourn



APPROVED KUOW, Reach & Resource Committee October 27 Meeting Minutes

KUOW – Virtual & In-Person | Oct 27, 2023 at 3:30 PM PDT

In-Person Location | Rita Koontz Community Center

Virtual Location | Zoom

Attendance

Members Present: Claire O’Donnell, Caryn Mathes

Members Absent: Enrique Cerna, David Iyall, Connie Kravas, Michelle Merriweather

Staff Present: Shawnteasha Crow, Fieta Robinson, Kerry Swanson, Ryleigh Brimhall, Zaki Hamid, Annette Promes

Members of the Public: n/a

I) Welcome & Called to Order

- a) Ms. O'Donnell called the meeting to order at 3:36 PM.
- b) Invitation to Disclose Possible Conflicts of Interest
 - i) Ms. O'Donnell asked the Committee to disclose any possible conflicts of interest; none were expressed.
- c) Approval of Reach & Resource Committee August 15th Meeting Minutes
 - i) Due to the lack of quorum, the meeting minutes were not approved.

II) Station Business Report

- a) R&R Staff Departments & Upcoming Opportunities for Engagements
 - i) The Committee read and reviewed the Department summaries from the revenue departments and Community Engagement. The Membership department was in the membership drive, and Philanthropy was making strides in their portfolio management. Mr. Hamid discussed the new launch of a podcast in November, and Ms. Promes discussed the marketing of the podcast.

III) Committee Business

- a) 2024 Committee Goals and Structure
 - i) Committee Charter Review
 - (1) Ms. O'Donnell led a discussion on updating the Reach and Resource Committee Charter to add strategic planning principles.
 - ii) Plus & Deltas of R&R (Stop, Start, Continues)
 - (1) This topic was forwarded to the next meeting due to a lack of quorum.

b) 2023 Engagement Form Update

- i) The Committee discussed following up with Directors on finishing their engagement commitments. The Committee discussed reviewing the progress of the engagement form quarterly.

IV) Other Business

a) Topics for Exec & Board Meeting Agenda

- i) Ms. O'Donnell brought the discussion of the Board Engagement Plan and Planning for 2024 to the Executive Committee Meeting.

V) Public Comment/Executive Session

- a) No public members attended in-person or on Zoom, and no public comment was made. No executive session was called.

VI) Adjourn

- a) Ms. O'Donnell adjourned the meeting at 4:21 PM.