



KUOW, SPC Committee August 7 Meeting SPC RSVP REQUIRED

KUOW

Aug 7, 2023 at 3:30 PM PDT to Aug 7, 2023 at 5:00 PM PDT

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 Questions (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 the 2023 Retreat & 2024 Retreat goals
- Committee Structure & UUR Alignment

Question(s):

- What are the action steps to carry forward from the retreat?
- Which KPIs should the Board & Committees be tracking to focus on and pivot to help achieve the FY24 Goals?
- When do we need to be looking at Key Outcomes?
- What expertise does the staff wish they could access on the board?

I. Welcome and Call to Order

3:30 PM

A. Welcome New CCO & CMO!

B. Invitation to Disclose Possible Conflicts of Interest

- C. Overview of Meeting Purpose
- D. Invitation for Additional Topics
- E. Approve of Committee Meeting Minutes
- II. Committee Business 3:35 PM
 - A. Retreat Action Items Discussion
 - 1. Next Steps
 - B. Discussion of 2024 Committee Structure and Alignment to UUR/SIF
- III. Station Business 4:15 PM
 - A. UUR Staff Update & Further Discussion
 - 1. Digital Transformation for FY24
 - 2. Board Support and Alignment to UUR
- IV. Additional Topics 4:50 PM
 - A. Items for Executive Committee Agenda/Full BOD Meeting
 - B. Next SPC Meeting- October 11 2023
- V. Public Comment/ Executive Session 4:55 PM
- VI. Adjournment



APPROVED KUOW, Strategic Planning Committee August 7 Meeting Minutes

KUOW – Virtual & In-Person | Aug 7, 2023 at 3:30 PM PDT

In-Person Location | UW Tower Board Room | Virtual Location | Zoom

Attendance

Members Present: Heidi de Laubenfels, Wassef Haroun, Claire O'Donnell, Caryn Mathes, Andy McGovern

Members Absent: Carman Cano, Roshni Naidu

Staff Present: Shawnteasha Crow, Fieta Robinson, Kerry Swanson, Ryleigh Brimhall, Rami Al-Kabra, Marshall Eisen, Jemma Hovance, Annette Promes

Members of the Public: n/a

- I. **Welcome and Call to Order** | Ms. de Laubenfels called the meeting to order at 3:32 PM.
 - a. Welcome New COO & CMO
 - i. Ms. Mathes gave a brief introduction of the new C-Suite members, Marshall Eisen (Chief Content Officer) and Annette Promes (Chief Marketing Officer).
 - b. Invitation to Disclose Possible Conflicts of Interest
 - i. Directors were invited to disclose any conflict of interest. There were none.
 - c. Overview of Meeting Purpose
 - i. Ms. de Laubenfels went over the purpose of the meeting, which included discussing action items and conclusions from the May Board Retreat.
 - d. Invitation for Additional Agenda Topics
 - i. Ms. de Laubenfels asked the Committee for additional agenda topics, but none were expressed.
 - e. Approval of May 25th Joint SPC & FIN Meeting Minutes
 - i. Ms. de Laubenfels requested a motion to approve the May 25th Meeting Minutes.
 - ii. **Motion** moved by Wassef Haroun and motion seconded by Claire O'Donnell. With no objections, the May Minutes were approved.
- II. **Committee Business**
 - a. Retreat Action Items Discussion
 - i. The Committee briefly discussed the 2023 Board Retreat Action Items, including continued alignment of board members' service and expertise with the goals of the station and staff.
 - b. Discussion of 2024 Committee Structure and Alignment to UUR/SIF
 - i. Ms. de Laubenfels led the Committee in a discussion about combining the Reach and Resource Committee with the Strategic Planning Committee to formulate a committee focused on Users, Usage, and Revenue.
- III. **Station Business**
 - a. UUR Staff Update & Further Discussion
 - i. Mr. Swanson shared key investments with the Committee and how they relate to the Users, Usage, and Revenue (UUR) and the Strategic Impact Framework (SIF) for FY24.
- IV. **Additional Topics**
 - a. Items for Executive Committee Agenda/Full BOD Meeting
 - i. The Committee would bring the tentative 2024 Committee Schedule and the Retreat Action Items to the Executive Committee and Full Board.

- V. **Public Comment** | Ms. de Laubenfels asked if any members of the public were in attendance wanting to comment virtually via Zoom or in person. There were no members of the public, and no public comment was made.

- VI. **Adjournment** | Ms. de Laubenfels adjourned the meeting at 5:01 PM.