



KUOW, SPC Committee October 11 Meeting RSVP REQUIRED

KUOW

Wednesday, October 11, 2023 at 3:30 PM PDT to Wednesday, October 11, 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?*

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. Approve of Committee Meeting Minutes	
II. Committee Business	3:35 PM
A. Discussion of "Sunsetting" SPC until further notice	
1. Motion to Sunset this Committee	
III. Station Business	3:55 PM
A. UUR Staff Update & Further Discussion	
IV. Additional Topics	4:50 PM
A. Items for Executive Committee Agenda/Full BOD Meeting	
V. Public Comment/ Executive Session	4:55 PM
VI. Adjournment	



APPROVED KUOW, Strategic Planning Committee October 11 Meeting Minutes

KUOW – Virtual & In-Person | Oct 11, 2023 at 3:30 PM PDT

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

Attendance

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

Members Absent: Carman Cano, Roshni Naidu

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

Members of the Public: n/a

1) Welcome and Call to Order

- a) Ms. de Laubenfels called the meeting to order at 3:35 PM.
- b) Invitation to Disclose Possible Conflicts of Interest
 - i) Ms. de Laubenfels asked the Committee to disclose any possible conflicts of interest, and none were expressed.
- c) Overview of Meeting Purpose
 - i) Ms. de Laubenfels outlined the meeting purpose: the sun-setting of the Strategic Planning Committee and the potential gaps, focusing on Users, Usage, and Revenue (UUR).
- d) Invitation for Additional Topics
- e) Approve of Committee Meeting Minutes
 - i) **Motion:** Ms. de Laubenfels called for a motion to approve the meeting minutes from March 6th and August 7th. Motion moved by Claire O'Donnell and seconded by Wassef Haroun. With no objections, the meeting minutes were approved.

2) Committee Business

- a) Ms. de Laubenfels asked the Committee to add comments and questions to the async doc. The following questions were posed for reflection and discussion in the doc: What do you hope will be covered in other committees in the coming year? What potential gaps concern you with the absence of this committee?
- b) Afterward, the Committee discussed these two questions, and the main themes from the discussion were reviewing the Operating and Capital Budget and reviewing and stress testing the Strategic Impact Framework and Key Progress Indicators.

- i) **Motion to Sunset this Committee:** Ms. de Laubenfels called for a motion to sunset the Strategic Planning Committee until the need arises for the Committee once again. Motion moved by Claire O'Donnell and seconded by Wassef Haroun. With no objections, the Committee approved the sunset of the Strategic Planning Committee.

3) Station Business

- a) UUR Staff Update & Further Discussion
 - i) Ms. de Laubenfels welcomed Brendan Sweeney and Marshall Eisen to discuss the FY24 Podcast Strategy and Audience Goal. The critical points of this presentation were focusing on weekly aggregate downloads, increasing content output, deepening collaboration with Marketing, Digital, and Revenue Departments, and figuring out audience content needs and fulfilling those needs. Mr. Sweeney then presented a model of the weekly target downloads needed to reach the projected goal for FY27 and assumptions based on the current business model. When looking at the current trends of downloads, the Committee discussed the daily shows and their downloads compared to the downloads of popular podcasts. Lastly, Mr. Eisen discussed the critical phases for the content submitters, from the pitch of the content to the launch of the finished product. The goal is to have a constant channel of content creation.

4) Additional Topics

- a) Items for Executive Committee Agenda/Full BOD Meeting
 - i) Ms. de Laubenfels decided to bring the SPC Sunsetting and the UUR Update.

5) Public Comment/ Executive Session

- a) Ms. de Laubenfels asked if there were any members of the public in Zoom or in-person for public comment, and there were none. No executive session was called.

6) Adjournment

- i) Ms. de Laubenfels adjourned the meeting at 5:00 PM.