

Strategic Planning Workgroup

Review & Evaluate 2017-2020 Strategic Plan Subgroup Meeting Notes 4/25/2023

Time: 6:00pm

Present: Janet, Joyce, Chris, Arthur, Mike Frost, Jill

Note taker: Jill

OVERVIEW

- This subgroup will meet to review and evaluate the 2017-2020 Strategic Plan
 - [kboo-strategic-plan_2017-2020_final-web-1.pdf](#)

FINAL REPORT

- The sub-workgroup agreed to produce a report on the 2017-2020 strategic plan to KBOO's membership

PROCESS

- The sub-workgroup will evaluate each of the 3 goals from the 2017-2020 strategic plan separately
 - 1 per meeting, with a report drafted by the 4th meeting.

REVIEW & EVALUATE

- For each goal in the 2017-2020 strategic plan:
 - What were the successes?
 - What were the challenges?
 - What do we not know?
 - What are lessons learned?

KBOO STRATEGIC GOAL 2

- **Successes**
 - Objective 2:1 | Action 1
 - We do not know if this was accomplished by 2018, however KBOO does have an external communications plan that is created by the RevOps team. Messaging is managed through Constant Contact and kboo.fm.
 - Objective 2:1 | Action 2
 - KBOO held a year-long 50th Anniversary celebration that included an exhibit at the Oregon Historical Society and a summer street party.
 - It is hard to measure whether these events increased membership/listenership.

- Objective 2:1 | Action 3
 - KBOO led and documented successful outreach campaigns by 2020.
- Objective 2:1 | Success metric 3
 - 50th Anniversary Celebration planning committee was volunteer led and run
- Objective 2:1 | Success metric 4
 - 50th Anniversary activities were well funded
- Objective 2:1 | Success metric 5
 - All 50th Anniversary activities had Membership/Development involvement
- Objective 2:1 | Success metric 7
 - Outreach efforts have a Membership/Development component and are staffed by well trained volunteers
- Objective 2:2 | Action 1
 - KBOO now has an Engineering committee comprised of staff and board members
- Objective 2:4 | Action 2 | Success metric 4
 - KBOO has an online volunteer engagement system that tracks volunteer hours and provides volunteer opportunities that support departments throughout the station.
- Objective 2:6 | Action 1
 - KBOO has a balanced budget but only WITH the gift of the house
- Objective 2:6 | Success metric 1
 - KBOO has a 3-month operating reserve
- **Challenges**
 - Objective 2:1
 - KBOO has not grown its membership year after year.
 - It has fluctuated some years growing some years declining.
 - Objective 2:1 | Success metric 1
 - KBOO's membership numbers have fluctuated from year to year rather than growing by 5% each year.
 - Objective 2:2 | Action 2

- Annual capital budget still not complete in 2023
 - Objective 2:2 | Action 3
 - Funding plan was not developed
 - Objective 2:2 | Action 4
 - KBOO has not funded/hired a facilities manager
 - Objective 2:2 | Success metric 1
 - KBOO does not currently have a 3 year prioritized engineering/tech plan
 - Objective 2:2 | Success metric 2
 - Annual capital budgets and work plans have not been created from the plan that does not exist.
 - Objective 2:2 | Success metric 3
 - Fundraising for capital needs has not happened
 - Objective 2:2 | Success metric 4
 - KBOO has not hired staff or a contract to work strictly on facilities projects.
 - Objective 2:3 | Action 1
 - KBOO has not developed a new revenue stream
 - Although Arthur is talking about renting part of the new transmitter to the Numbers.
 - Objective 2:3 | Success metric 1
 - KBOO did not create a process for researching a new revenue stream in the second year (or ever) of the strategic plan
 - Objective 2:4 | Success metric 3
 - No written training plan for Engineering/Tech volunteers yet
 - Mentorship program not in place yet
 - Objective 2:4 | Action 2 | Success metric 4
 - KBOO still needs to plan and provide resources for increased support for individualized plans for each programmer's skills and capabilities.
 - Objective 2:6 | Action 3
 - A capital budgeting process is not currently underway
- **Unknown**

- Objective 2:1 | Success metric 6
 - Do not know if funding for the Oregon Historical Society event was received 6 months in advance.
- Objective 2:4 | Action 3
 - Do not know if the survey of programmers was completed.
 - Jill will follow up with Azia
- Objective 2:4 | Success metric 1
 - What is our current retention rate of volunteers who go through orientation?
 - Jill will follow up with Nate
- Objective 2:4 | Success metric 2
 - Does KBOO track volunteers' involvement in more than one area of the station?
 - Jill will follow up with Nate
- Objective 2:5 | Action 1 | Success metrics 1 & 2
 - What is the current budget for staff continuing education?
 - Jill will ask Joyce for the line item from the FY23 Budget
- Objective 2:5 | Action 2
 - What is the plan for staff sustainability and support through input from the annual reviews and self-assessments?
 - Can Arthur Answer this question?
- **Lessons learned**
 - The capital budget process for tech, engineering and facilities needs to be prioritized.

ACTION ITEMS

- Review introduction to Strategic Plan including Mission and Vision
 - Pages 1-10
 - [kboo-strategic-plan_2017-2020_final-web-1.pdf](#)
- Review 20217-2020 Strategic Plan: Goals 1 & 2
 - [Kboo-strategic-plan_2017-2020_final-web-1.pdf](#)
 - Pages 1 - 16
- Read 2017-2020 Strategic Plan: Goal 3

[Kboo-strategic-plan_2017-2020_final-web-1.pdf](#)

- Pages 17 - 20
- Be prepared to discuss at next meeting

NEXT MEETING

- Wednesday, 5/10 at 6pm