



## STRATEGIC PLANNING WORKGROUP MEETING NOTES

**Date:** Monday, 3/6/2023  
**Time:** 5:30pm - 7:30pm  
**Location:** KBOO Community Radio  
20 SE 8th Avenue  
Portland, OR 97214

*and*

**Zoom:**

<https://us06web.zoom.us/j/84333034438?pwd=bkJlbjg4QitCQlZEakJHSEwWampnQT09>

Meeting ID: 843 3303 4438

Passcode: 139177

### 5:30 WELCOME

### 5:35 INTRODUCTIONS & CHECK-IN

Attendees: Jill, Janet, Chris, Drew, Mike F., Sherry, Josh, Dan, Emma, Brendon, Diablo, Joyce, Ona, Arthur, Ender.

### 5:45 HOUSE RULES & MEETING GUIDELINES

<https://kboo.fm/kboos-house-rules>

### HOUSEKEEPING *(5 minutes)*

- Choose facilitator (Jill)
- Select time keeper
- Designate note taker (Janet)

## OVERVIEW

- **Why create a strategic plan?**
- Arthur - with so many people, we need a roadmap.
- Janet - resilience and direction
- Emma - mixed feelings, sometimes a waste of time for some groups. The last strategic plan brought us the Beloved Community, which was great. A good plan will guide us and a bad one will be ignored.
- Ender - agree with Emma, we need order to make things happen, but we also need to follow through. The hard part is following through.
- Joyce - it's all about ideas and solutions, not just problems. The weekend sessions we had were good. We just need to get that material organized. ●
- Jill - we're going to review the sessions we had, and the past strategic plan, and figure out how to involve the community. We said we were going to report back to members. We need to look at our priorities and write goals, then the activities needed to get to those goals.
- This group will monitor progress and report to the board at least once per quarter. We will keep ourselves accountable.
- Emma - doing a strategic plan is part of our bylaws. We haven't done it for three years during the pandemic.
- Mike - do we have or should we make a plan for our accountability. ●
- Emma - we tracked and monitored our plan but we stopped during the second year.
- Mike - we need a method for ensuring our accountability.

## TIMELINE

- March through November 2023
- If we can get this plan published by November, we can report on it for the end-of-year fund-raising.
- March - June | review of 2017-2020 strategic plan
- April - May | decide how to gather community input; decide what input to gather
- End of April is the Community Advisory Board meeting- one way to gather input
- June-July | collect community input
- June-July | analyze community input
- July-Aug | write goals
- Aug - September | Finalize goals, objectives and activities
- September- October | graphic design
- November | Print/publish before/along with End-of-Year Fundraising Campaign

## 2017-2020 STRATEGIC PLAN

- Review goals and activities  
<https://kboo.fm/2017-2020strategicplan>
  - Ona - the last strategic plan was impressive.
  - Problems during that time prevented us from carrying through.
  - We reviewed the plan. Most of the language is still relevant.
  - We should think about the graphics and a theme.
  - Living document - it can shift and change with the times.
  - The mission and vision... applies to today.
  - We need “things to say about KBOO” - Portland’s oldest... or ?
  - Branding - Diablo said, we can add that branding language and keeping it factual in the orientation packet and programming and pitch guides
- These are the three goals we had:

We will achieve this through the pursuit of these three strategic goals:

- By 2020, KBOO has deepened its internal and external connections to build “the Beloved Community.”
  - By 2020, KBOO has strengthened its internal systems to live its mission and core values more effectively.
  - By 2020, KBOO’s dynamic programming better serves and engages the local community to connect us with the broader world.
- The plan has objectives, actions, and metrics. This was helpful until tracking stopped due to issues at the station.

## KBOO VALUES

- Review output from February’s planning & strategy sessions
- We looked at the values from our previous meeting.



- Sherry - we should survey members and volunteers about how they see KBOO. Also, what are your favorite shows? Maybe offer a prize to get people to answer.
- We should talk to new people about our values.

## KBOO PRIORITIES

- Review output from February's planning & strategy sessions
- Review the docs, Jill will send again
- We reviewed Weaknesses (challenges), Strengths, etc.
- Mike - what's the timeline for hiring the station manager?
- The job description is posted internally, externally in March, possibly hire someone in April.

## COMMUNITY INPUT

- Surveys
- Community Advisory Board (CAB) meeting (April)
- Other?

## SUB WORKGROUPS

- Review/evaluate 2017-2020 Strategic Plan
  - Sub workgroup: Janet, Arthur, Emma, Jill, Mike Frost
  - We'll review all of the 2017-2020 plan and evaluate it.

- Plan Community Advisory Board (CAB) meeting participation, the event planning
  - Sub workgroup: Janet, Chris, Jill, Emma
  
- Gather community input
  - Sub workgroup: Dan, Sherry, Ender, Drew, Jill, Ona, Josh
  - Review the sticky notes and the orange PowerPoint.
  - Ask - what's your method of listening?

## **FUTURE MEETINGS**

- Schedule Workgroup and Sub-workgroup meetings using online polls

## **ADJOURN**