



KUOW, Strategic Planning Committee: August 8, 2022 Meeting -

KUOW – Zoom & In-Person | Aug 8, 2022 at 3:30 PM – 5:00 PM PDT

In-Person Location: UW Tower Board Room: 4333 Brooklyn Ave NE, Seattle WA 98105

Virtual Location: Zoom

Agenda

SPC Purpose

- Monitor KUOW's management as they execute 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 KPIs 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

Meeting Objectives

Review & Discuss The Updated SIF

I. Welcome and Call to Order

3:30 PM

Presenter: Andy McGovern

A. Invitation to Disclose Possible Conflicts of Interest

B. Overview of Meeting Purpose

C. Invitation for Additional Topics

II. Station Business

3:40 PM

A. Deep Dive: Updated SIF

Presenters: Caryn Mathes, Kerry Swanson

Guest: Lisa Nitze

1. Provide Feedback and Questions

III. Committee Business

4:40 PM

Presenter: Andy McGovern

A. Retreat Action Items Discussion

IV. Additional Topics

4:50 PM

A. Items for Executive Committee Agenda/Full BOD Meeting

B. Next SPC Meeting- September 29 2022

V. Public Comment/ Executive Session

4:55 PM

VI. Adjournment

VII. Supplemental Documents



APPROVED

KUOW, Strategic Planning Committee: August 8, 2022 Meeting Minutes

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Attendance

Members Present (Remote): Virginia Anderson, Wassef Haroun, Andy McGovern

Members Absent: Heidi de Laubenfels, Roshni Naidu, Claire O'Donnell

Staff Present (In-Person): Ryleigh Brimhall, Shawnteasha Crow

Staff Present (Remote): Caryn Mathes, Kerry Swanson

Guests Present (Remote): Lisa Nitze

I. Welcome and Call to Order

- i. Mr. McGovern called the meeting to order at 3:34 PM.
- ii. Invitation to Disclose Possible Conflicts of Interest
 - i. There was no conflict of interests.
- iii. Overview of Meeting Purpose
 - i. Mr. McGovern provided an overview of the objectives and purpose of the meeting.

II. Station Business

- i. Deep Dive: Updated SIF
 - i. Ms. Mathes provided an overview of the recently updated Strategic Impact Framework (SIF) and the four outcomes. Ms. Lisa Nitze, a KUOW Board Member Alumna and a Strategic Consultant, also spoke about her partnership with the KUOW leadership team to continue to refine SIF. Mr. Swanson presented the updated strategic outcome action dashboards and how it has more effectively visualized each department's role in the SIF. There was a focused discussion on anticipated digital product metrics for FY23.
 - ii. Mr. Swanson also showed the New NPR Initiative, and the committee had a robust discussion on the implementation process and potential positive and negative consequences.

III. Committee Business

- i. Retreat Action Items Discussion
 - i. Mr. McGovern yielded this topic to offline review and commentary to allow more time to discussion and questioning of the New NPR Initiative.

IV. Public Comment/ Executive Session

- i. There was no public comment or Executive Session called at this meeting.

V. Adjournment

- i. There being no further business, Mr. McGovern adjourned the Strategic Planning Committee meeting at 5:03 PM.