

## KUAC Radio & TV Strategic Plan 2014-2018

### Executive Summary

Since the creation of KUAC's last strategic plan in 2004, the station has weathered many changes, both internally and externally, and is now poised to activate its loyal core audience, expand into new audiences, and engage the community to develop a sense of personal ownership of the organization. The overall purpose of this plan is to increase engagement of the community, University, supporters and other partners to develop within them a sense of personal ownership of KUAC. Put simply, we want our constituents to feel that **"KUAC is MY station."**

To that end, we strive to achieve these goals:

- Goal 1: Provide a high quality programming mix that reflects the unique personality and issues of the Interior in order to grow, diversify and deepen engagement of the KUAC audiences.
- Goal 2: Through the growth, diversification and deepened engagement of the KUAC audiences, increase KUAC's funding base
- Goal 3: Foster an environment that supports a strong, unified team that positively represents KUAC

Core objectives to achieve these goals will include:

- Programming
  - Refresh and reinvest in existing local programming
  - Explore and invest in the creation of new local programming
  - Continue exploration and investment in national program offerings
  - Explore and invest in the development of new media content
- Audience development
  - Expand marketing and communications, both internally and externally
  - Increase audience engagement through social media, in-person events, and personal communications
  - Improved engagement with targeted constituencies (young families, younger audiences and donors, businesses, military, new donors, sustaining donors, major donors, etc.)
  - Increase engagement of current and prospective constituents (donors and audiences)
  - Pursue cost effective and productive partnerships with other community organizations
- Funding
  - Cultivate new and current donors to invest in KUAC
  - Diversify funding channels for donors to engage with KUAC
  - Provide regular stewardship to deepen relationships with supporters
- Internal investment
  - Invest in new technology to provide the tools required for other initiatives
  - Invest in appropriate personnel and physical improvements to accomplish KUAC's goals
  - Conduct ongoing evaluation of activities to insure optimal use of limited resources

KUAC staff and departments will align their annual operational plans to support progress toward these goals.