



*Strategic  
Plan*  
**2018-2020**



# Mission

Spark discovery,  
enrich learning,  
and strengthen  
community through  
***vibrant public media.***



# Vision

A world of wonder and opportunity, with healthy, educated, and compassionate people empowered to understand and improve their lives and the lives of others.

# ORGANIZATION

The Strategic Plan is built on four themes that provide a sound structural framework for WPSU's transformation.

## Community Connections and Engagement

- ▶ Expand content and contacts for the loyal "tribe" of learners who embrace WPSU, NPR, and PBS.
- ▶ Activate new audiences.
- ▶ Leverage the trusted reputation of public media.
- ▶ Refresh and renew educational services.
- ▶ Leverage and nurture the Penn State University brand and connections.

## High-Impact Digital and Diverse Content

- ▶ Prioritize digital-first content design.
- ▶ Enhance local and regional programming.
- ▶ Begin with the end in mind.
- ▶ Stay current with technology.

## Financial Fitness

- ▶ Cultivate enthusiastic members.
- ▶ Maximize development opportunities.
- ▶ Promote sound fiscal stewardship.
- ▶ Continuously analyze production finances and efficiencies.

## Creative, Collaborative Culture

- ▶ Nurture the creative spirit.
- ▶ Encourage an environment that embraces experimentation and evaluation.
- ▶ Improve internal communication.
- ▶ Foster goodwill within Penn State, Outreach and Online Education, and the community.



## Community Connections and Engagement

**1. Expand content and contacts for the loyal “tribe” of learners who embrace WPSU, NPR, and PBS.**

WPSU’s members have inquiring minds. They are changing the way that they read, listen, watch, talk, tell stories, and research their history and place. Maintaining member loyalty is a high priority.

**2. Activate new audiences.**

Today’s audiences are highly segmented, and have diffuse and rapidly-changing media habits. Listen, research, and learn about market segment preferences and platforms, and connect with them, where they are, online and in-person.

**3. Leverage the trusted reputation of public media.**

Audiences hold WPSU/NPR/PBS in high regard for our commitment to be a voice of reason and reliability. Maintaining audience trust is a unique commodity in an increasingly noisy and combative news environment.

**4. Refresh and renew educational services.**

WPSU’s strength in trusted children’s educational programming should be re-emphasized, with a unit that connects with school districts, libraries, homeschoolers, daycares, and caregivers.

**5. Leverage and nurture the Penn State University brand and connections.**

Penn State’s reputation and assets, including faculty, staff, students, and alumni, are part of the WPSU brand and reputation. Increasing University connections will improve communications, awareness, and enhance WPSU’s reputation as a trusted and knowledgeable resource.



## High-Impact Digital and Diverse Content

### **1. Prioritize digital-first content design.**

WPSU must prioritize a digital-first strategy for the rapidly-changing media scene. Content that is multi-platform, educational, flexible, fast, and fun, will meet audiences on all the platforms that they use.

### **2. Enhance local and regional programming.**

Audiences greatly value content that reflects the diversity, legacy, and issues of Pennsylvania. Continue to highlight regional and state stories and perspectives with an appropriate mix of national and global views.

### **3. Begin with the end in mind.**

Measurable goals and a shared vision of impact will be the foundation of WPSU productions and projects. Productions will consider the stories we want to tell and determine the best way/platform to tell those stories.

### **4. Stay current with technology.**

Changing media trends often mandate new technologies to meet those needs. WPSU will stay on the pulse of future equipment needs while assessing and addressing maintenance requirements for existing equipment.



## Financial Fitness

### **1. Cultivate enthusiastic members.**

Existing members love public media, and constant engagement will retain their support. Meanwhile, getting new members, especially from digital platforms, will require new and creative approaches.

### **2. Maximize development opportunities.**

Expand approaches to donors, sponsors, grantors and other revenue opportunities that produce maximum results for efforts.

### **3. Promote sound fiscal stewardship.**

Financial stability is achieved through financial literacy and best practices, diversified revenues, and plans for unexpected economic challenges.

### **4. Continuously analyze production finances and efficiencies.**

A review of processes, costs, and charges will be undertaken to improve competitiveness and perceived value.



## Creative, Collaborative Culture

### **1. Nurture the creative spirit.**

WPSU will thrive by fostering a collaborative, playful and learning culture that values innovation and diverse viewpoints in the workplace.

### **2. Encourage an environment that embraces experimentation and evaluation.**

Risk tolerance and experimentation will be encouraged to increase agility and nimbleness in responding to new audiences and trends.

### **3. Improve internal communication.**

A culture of respect and kindness will be nurtured by creating an inclusive work environment that values all employees equally.

### **4. Foster goodwill within Penn State, Outreach and Online Education, and the community.**

A cross-collaborative attitude toward other units and divisions at the University will facilitate opportunities for growth and the cultivation of new audiences.