

2018–2020 Strategic Plan

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.

THEMES

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.

