

2020-2025 Strategic Plan

OCTOBER 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.

Community Connections and Engagement

- ▶ Foster sustainable connections with the communities we serve.
- ▶ Expand/grow new audience segments.
- ▶ Collaborate to build a statewide Pennsylvania PBS presence.

Financial Fitness

- ▶ Maximize revenue from individual giving.
- ▶ Maximize revenue from businesses, private foundations, and government/public grants.
- ▶ Attain financial stability.

Content That Matters

- ▶ Distribute educational, informative, and entertaining content to WPSU's audience that is relevant and valued, that is timely, and accessible across platforms.
- ▶ Create original WPSU content that is inclusive and welcoming to our entire diverse audience which encompasses age, race, geographic location, and community need.
- ▶ Begin with the end in mind.
- ▶ Use technology effectively and efficiently in service to the goals of the station.

Creative, Collaborative Culture

- ▶ Nurture the creative spirit.
- ▶ Provide a healthy, safe and inclusive environment for all employees.
- ▶ Foster goodwill within Penn State, Outreach, and our community.

