



*Strategic  
Plan*  
**2020–2025**



# 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 path forward.

## 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.

## 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.

## Financial Fitness

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



## Community Connections and Engagement

### **1. Foster sustainable connections with the communities we serve.**

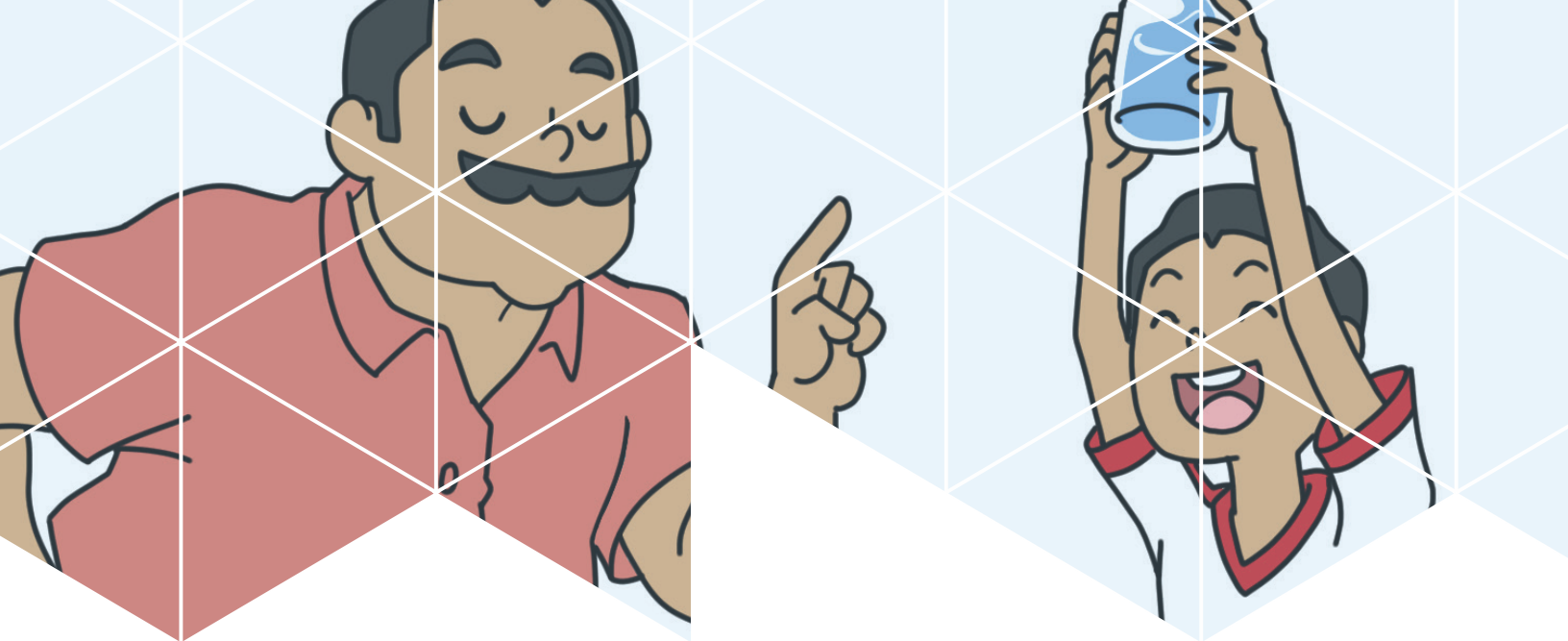
WPSU seeks to cultivate a network of diverse community perspectives, advocates, and organizational collaborations to guide the creation and delivery of public media resources with real impact. By building a community engagement framework and focusing activities in community hub regions, WPSU can develop a consistent and sustainable presence that is inclusive and welcoming to all and better understand what is most important to the communities we serve.

### **2. Expand/grow new audience segments.**

Social media is a highly personalized experience for users who are able to choose one platform over another and interact with others who share common interests and values. By identifying audience characteristics and testing content to better understand what resonates, WPSU has an opportunity to grow both the size and breadth of our audiences.

### **3. Collaborate to build a statewide PA PBS presence.**

Utilizing existing transmitters for datacasting, broadcast television to distribute educational programming, and offline devices to overcome internet access challenges, Pennsylvania's public media stations in partnership with the Pennsylvania Department of Education can provide more equal access to at-home and distance learners. By integrating University resources with public media content and distribution platforms, we can raise the collective profile of public media as an integrated education provider and develop support for sustained statewide funding.



## Content That Matters

- 1. Distribute educational, informative, and entertaining content to WPSU's audience that is relevant and valued, timely, and accessible across platforms.**

WPSU will prioritize agile production methods to continuously improve the design and distribution of content across TV, radio, and digital channels. By testing new content and distribution methods, we can align productions with audience interests to reach audiences where they are.

- 2. Create original WPSU content that is inclusive and welcoming to our entire diverse audience which encompasses age, race, geographic location, and community need.**

Audiences greatly value content that reflects the diversity, legacy, and issues of Pennsylvania. WPSU is committed to investing time and funding to exemplify a welcoming, inclusive place to explore, learn, and share ideas through both local and global lenses.

- 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, the best ways to tell those stories, and the platforms to deliver them.



## Financial Fitness

### **1. Maximize revenue from individual giving.**

Transitioning annual donors to sustaining members will provide the station with a steady and reliable source of income, while reducing solicitation costs. Using radio donors as the model, WPSU will shift the television transactional giving messages and behaviors to philanthropically focused giving. WPSU will also concentrate on the cultivation and establishment of major gifts and estate commitments.

### **2. Maximize revenue from businesses, private foundations, and government/public grants.**

By streamlining processes and setting benchmark goals, WPSU will endeavor to create a minimum of one major regional or national project, or two large local projects per year. This would allow WPSU to create a dependable income base that can be augmented with broadcast underwriting and local engagement activities.

### **3. Attain financial stability.**

Financial stability is achieved through financial literacy and best practices, diversified revenues, and plans for unexpected economic challenges. Additionally, a review of processes, costs, and charges will be undertaken to improve competitiveness and perceived value.

### **4. Use technology effectively and efficiently in service to the goals of the station.**

By instilling a culture of technological sustainability, WPSU will stay on the pulse of future equipment needs, while assessing and addressing maintenance requirements for existing equipment.



## 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. This can be attained by maximizing staff down time and supporting professional development and ideation.

### **2. Provide a healthy, safe and inclusive environment for all employees.**

WPSU embraces diversity, equity, and inclusion among our staff and will demonstrate these commitments through behavior modeling, hiring processes, and staff professional development.

### **3. Foster goodwill within Penn State, Outreach, and our community.**

The pursuit of collaborations with University partners and in Outreach and Online Education will facilitate opportunities for growth and the cultivation of new audiences, extend Penn State's reach, and provide opportunities for student engagement.