

## **Memo**

**To: WJFF Board of Directors**

**From: Sally Stuart and Clay Smith, Co-Chairs**

**Re: Strategic Planning Working Group Updates 3-19-2021**

- A. Since the last board meeting, we have held three meetings to further gather input and then to refine and narrow down to a draft refreshed mission and values statement.

The first meeting, an Open Community Call, was on March 2nd. We had 50 registrants and roughly 35 community members, volunteers and board members joined for a two-hour meeting about the future of WJFF. Similar to the last board meeting, we spent time in small groups discussing the mission, shared highlights from these conversations back to the large group, discussed and polled the participants about which values should guide the station during the next five years, and closed with a twenty-minute open discussion. Many thanks to everyone who helped to publicize the meeting and to Duncan for assisting us in running this zoom.

We are pleased with this meeting; the level of participation and engagement was high and the input of great value. It demonstrated how much our community cares about WJFF. Additional Community Calls are planned for later in the process.

Following this meeting there was a Vision, Mission and Values Leadership Group meeting on 3/9 and a full working group meeting on 3/16. We decided against having a vision statement as the heart of what WJFF does is to provide a service and our purpose is not the “change the world.” In these meetings we worked to hone and synthesize all the input we received from the board and the community.

Please see attached the recommended draft mission and values statement from the Working Group. We will revisit the draft at the end of the Strategic Planning Process. If you have concerns or would like to offer input, please email us at [wjffstrategicplanningworkinggroup@gmail.com](mailto:wjffstrategicplanningworkinggroup@gmail.com).

- B. We will focus on a SWOT Analysis in April and May. We plan to gather information and input through one on one stakeholder interviews, targeted surveys and review of strategic plans for other small community stations. We thank the Branding Committee for including some of our questions in their survey which will launch soon. If you would like to contribute to this stage of our work, we would welcome volunteers to help with the stake holder

interviews. These will be 30-minute conversations and we can provide an outline of questions and a template for documenting the conversations.

## **DRAFT WJFF Mission and Values**

**March 16, 2021**

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### **Mission:**

WJFF is the independent community voice of the Catskills and Northeast Pennsylvania. We connect listeners through locally focused and globally aware programming in order to promote understanding among people of diverse social, cultural, and political backgrounds.

### **Values:**

WJFF Radio Catskill is committed to these core values to carry out its mission:

- **Compassion and Inclusivity**

- We believe that communities of neighbors, listeners, volunteers and staff can be better when we come together. We support each other, participate in good faith, listen with care, make space for others, and deliver honest feedback.
- We achieve more and are more successful in serving our communities when we are inclusive, open and welcoming.
- We believe in equity and inclusion in the stories we tell and in the ways we treat each other. We invest in our people and help them chart their way. We have courageous conversations.

- **Curiosity and Creativity**

- We bring the truth to our listeners. We explore and explain the “why” with our audience.
- Creativity and the arts are vital to our communities and are a hallmark of our service. Our programming celebrates the power of music and culture to enrich our lives!

- **Stewardship and Sustainability**

- WJFF has a long history of environmental stewardship and commitment to renewable energy.
- We are dedicated to protecting and celebrating our precious rivers, forests, farms and mountains.