

**Memo To: WJFF Board of Directors**

**From: Sally Stuart and Clay Smith, Co-Chairs of the Strategic Planning Work Group**

**Re: Strategic Planning Working Group Updates**

Since the August board meeting, we have met to orient and define the work of five small committees that are drafting goals, actions and measures of success that will enable WJFF to achieve our plans priorities. They are:

Strategic Plan Priorities:

1. Fostering a larger, more diverse, more representative audience
2. Developing a local news component, and continuing to grow other local programming
3. Expanding our digital presence
4. Building the financial foundation to meet these goals

The small committees are each focused on a specific key result areas or spheres of our work:

1. Digital Presence
2. Local Programming and News
3. Community Outreach and Audience Engagement
4. Fundraising, and
5. Operations (HR-Personnel/Strengthening systems, Succession Planning, supporting staff and volunteers, DEI; Finance and Compliance, Facilities, Governance)

Each area will contribute to achieving the four Strategic Priorities. We will report back with our draft of these targeted goals at the next board meeting. We will begin drafting the 2022-2026 WJFF Strategic plan in the coming month and expect to complete it later in November.

Many thanks to the committee members for all their time and help and to Tim for his essential contributions to this effort.