

Minutes

2.2.21— WJFF Strategic Planning Work Group

Vision, mission values Leadership Group

(Online Zoom meeting)

Leadership group members present: Clay Smith, Colette Ballew, James Lomax, Michael Williams, Sara Stuart, Thane Peterson
Staff present: Tim Bruno

The meeting was called to order at 6:03pm

The group reviewed the goals for the meeting and the purpose of the vision, mission and values statements. The group read aloud the WJFF Vision and Mission from the last Strategic Planning Process. Then the group reviewed and discussed similar statements from other public radio stations to gain perspective and ideas.

Based on this the group began composing and discussing a refreshed Vision and mission statement. Drafting and redrafting until we have several options and views had been aired.

The committee also generated more than a dozen possible values that could be included and help to guide the organization.

The committee planned next steps for how to gain input from the full SPWG, from the Board of Trustees and from the community.

The meeting was adjourned at 7:15pm