

Memo

To: WJFF Board of Directors

From: Clay Smith and Sally Stuart, Co-Chairs

Re: Strategic Planning Working Group Updates

- A. We have recruited fourteen members for the Strategic Planning Working Group to help coordinate and guide the strategic planning process for the coming months. The committee is made up of current and past board members, CAB members, volunteers, hosts, community members, residents of both PA and NY, and our General Manager; they include:

- Amy Brightfield
- Clay Smith
- Colette Ballew
- Dick Riseling
- Douglas H. Sandberg
- Duncan Cooper
- James Lomax
- Kristina Smith
- Leila McCullough
- Michael Williams
- Sandra Oxford
- Sally Stuart
- Thane Peterson
- Tim Bruno

- B. During the months of February and March, the Strategic Planning Work Group will focus on reviewing and refreshing our Vision and Mission Statement and determining our Values. These elements will shape and inform our planning work going forward; as a reminder we will focus on a SWOT Analysis in April and May and then move on to key goals and strategies in the summer and finally drafting the plan in the fall.

We will bring our work to the board regularly and will hold open community input meetings several times during the course of our work. The first of these meetings will be held on March 2nd at 6pm. Please help spread the word about it to people you think may wish to contribute.

- C. Since the last board meeting the Mission, Vision and Values leadership team, a subgroup of the Working Group, met on February 2nd to review and begin revising the

Vision, Mission and Values Statements. We looked at what other stations' statements and discussed among ourselves what we feel best defines the station and its direction in the coming five years.

Then on February 16th the full Working Group met to review the work of the subgroup and give input and direction. We also planned for our session with the board and our upcoming public meeting.

The following document presents WJFF's previous statements and our drafts and work thus far. **Please take some time, before our meeting on Monday, to review it and come ready to share your thoughts and suggestions.**

We will work in small groups for most of the 30 minutes devoted to strategic planning on our agenda.

WJFF Vision, Values, and Mission

A **vision statement** is a declaration of the future we seek to bring to life. It describes the high-level outcome/s the organization ultimately seeks to achieve.

A nonprofit organization is guided by a **mission statement** that clearly communicates what it seeks to accomplish (what we do), and how it will bring about that change.

a. **Current Statements**

Vision:

- *To connect, reflect and involve diverse communities through enlightening, informative and entertaining content*

Mission:

- *WJFF is a non-commercial educational radio broadcaster whose mission is to make available to its community a broad range of ideas and ideals useful to a full and enlightened life. It also aims to involve the community in preserving and transmitting the community's cultural heritage and artistic expressions in addition to those of the global community and to promote understanding among people of diverse social and cultural backgrounds.*

b. **Possible New Statements:**

Vision:

- *To deepen understanding of the local and global community by engaging the (curious) mind and enriching the spirit.*
- Or perhaps WJFF doesn't need a vision statement, if the mission and values cover what's most important

Mission:

- *WJFF is an independent broadcaster that reflects and involves communities through enlightening and entertaining content from local to global to promote understanding among people of diverse social and cultural backgrounds.*
- *Is it important to mention where are we? Catskills, Upper Delaware, NE PA...*

Some other vision statements were generated that are more like “tag-lines”:

- *Come with us; engage your mind and spirit...*
- *Local perspectives for the global community*
- *Keeping the Catskills engaged, connected, and informed*

Values are the principles for which the organization stands, which guide its actions both large and small. They should not be too many to remember.

a. **Current Values:** None currently articulated, as far as we know

b. **Proposals for Values** with the most support on 02.17.21

- Community
- Diversity
- Curiosity
- Compassion
- Creativity
- Factual
- Honesty
- Inclusivity
- Respect