

# **KCHU STRATEGIC PLAN**

**VISION:**        **A fully engaged, supportive community receiving optimum benefit from public radio.**

**VALUES:**        **Diversity  
Integrity  
Reliability**

**MISSION:**      **To provide information and entertainment to our communities.**

## **LONG TERM GOAL:**

To make public radio available to anyone in the Prince William Sound and Copper River regions through the most appropriate technology.

## **FIVE-YEAR GOAL 2018-2023**

Train Operations staff with the goal of splitting the General Manager's position to an Operations and an Administrative Manager in the future.

## **SHORT TERM GOALS:**

### **FY2018-2020**

1. Implement financial stability plan that includes expanding membership and fundraising options through digital media and continued local outreach.
2. Expand membership of the Community Advisory Board and keep it active
3. Develop and distribute a listener survey to identify when and how people of various age groups and communities are listening and what they want to hear.
4. Complete a comprehensive Operations manual for and make it available in the station.
5. Increase Board of Directors participation in fundraising and community events.
6. Continue working toward increased local programming.
7. Maintain and review Diversity Plan per CPB requirements and publish on website.
8. Continue to improve efficiency through regional and statewide networking, communication, and collaboration.