

Data Sources for Use in Strategic Planning

General Background Resources

Resource	Location
<ul style="list-style-type: none">• Websites<ul style="list-style-type: none">○ DEI http://www.DEIworksite.org○ Major Giving Initiative (MGI) http://www.majorgivingnow.org/○ National Center for Media Engagement http://mediaengage.org/○ Board Source http://www.boardsource.org/○ Affinity Group Coalition Planning Project (AGC) - Archives http://www.ptv-agc.org/archive.htm○ Corporate Support Performance Initiative (CSPI) http://cspi.pbs.org/○ Stations Resource Group Online http://www.srg.org• “<i>Planning Tools and Provocations</i>”, AGC Planning Project report http://www.majorgivingnow.org/downloads/pdf/AGC_Final%20Report.pdf• <u>Good to Great and the Social Sector</u>, Jim Collins http://www.ijmcollins.com	

Station Documents to Review: Helpful for making data-based decisions in the following areas:

Environmental Trends

- Competitive Data – Information on other local media outlets
- Trend of station metrics vs. comparative metrics from other stations
- Pertinent regional and local information re: growth; demographics; business; and cultural shifts
- Changes in technology and how audience accesses content
- Changes in funding environment

Current Strategies and Audience

- Community Input on needs from station and feedback on station. Gather input from community listening sessions; online surveys; input from partner organizations and donors; audience feedback; etc.
- Current mission, vision, values statements – if available
- Existing station strategic and/or work plans
- Key station measurements (May vary, but these have been helpful to many stations.)
 - Membership numbers, \$
 - Revenue and Expense trends
 - Audience #'s, Cum's
- Station website
- Other station metrics

- Program guide
- Coverage map

Case Strategy

- Current mission, vision, values statements – if available
- Recent grant applications
- Reports from previous work with consultants
- Station By-laws and other relevant governing documents

Content and Service Strategy

- Program guide
- Station website
- Existing station strategic and/or work plans
- Community Input on station
- Recent Annual Reports
- Recent grant applications

Financial Strategy

- System reports
- Station Financial statements, including Annual Financial Report

Organizational Strategy

- Station By-laws and other relevant governing documents
- Names and positions of staff members and organization chart
- Names and positions of Board members
- New Employee Handbook
- New Board Member Handbook
- Succession Plans
- Employee Training Plans

Brand Strategy

- Program guide
- Station website
- Recent grant applications
- Donor or Membership Solicitation Letters
- Print and On-air Station Promotions