

Access Humboldt Strategic Plan

Directions, Goals and Strategies

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A. Program Development

Develop sustainable projects to meet community needs. Collaborate with public agencies and non-profit organizations. Create partnerships with other local media – broadcast, print and online. Train community members to participate in the digital media industry.

Goal I. Access Humboldt will develop programs and projects to meet the needs of all stakeholders in the community.

Strategies:

1. Manage channels, facilities & equipment for use by community.
2. Offer training, mentoring and internship opportunities to build media skills.
3. Facilitate a corps of volunteer producers for non-profit programs.

Goal II. Access Humboldt will provide channels with distinct identities.

Strategies:

4. Maintain channel identities with distinct P-E-G and related brands.
5. Create a Marketing/Public Relations plan for channels and services.

Goal III. Access Humboldt will engage the community to build sustainable programs.

Strategies:

6. Develop interactive, online, easily understood, digital media tools and resources – i.e. Humboldt Interactive Pool.
7. Evaluate services to constantly improve quality and diversity of programming.

B. Facilities & Infrastructure

Develop facilities for community use. Partner with local governments and educational institutions. Develop network connectivity across Humboldt County. Improve function and quality of existing cable TV channels. Provide innovative online services. Extend media access through satellite facilities and mobile production equipment.

Goal I. Access Humboldt will operate a functioning media center.

Strategies:

1. Continue development of CMC facility with emphasis on ease of use.
2. Continue to develop specifications, purchase and install facility-based equipment.
3. Maintain playback system.

Goal II. Access Humboldt will provide studio & field production resources e.g., hotline studio.

Strategies:

4. Develop specifications and purchase equipment needed for studio and field production.

Goal III. Access Humboldt will manage a non-commercial community broadband network.

Strategies:

5. Coordinate efforts with various agencies to develop sustainable community network design and activation.
6. Develop specifications, test, purchase and install active elements of PEG Network.

Goal IV. Access Humboldt will develop web based, interactive online media services for recording, storage and transmission of local voices.

Strategies:

7. Collaborate with open source program developers to share community media solutions.
8. Focus local infrastructure on multi-platform solutions that integrate wireless (esp. Wi-Fi and Wi-Max) and optic fiber network solutions.

Goal V. Coordinate efforts with various agencies to utilize new media including broadcast.

9. Collaborate with non-profits, municipalities and tribes to identify new media opportunities.
10. Collaborate and strategize with educational institutions to use new media.

C. Outreach & Advocacy

Ensure outreach to all geographic areas and diverse communities. Encourage more participation in creating local media. Represent local interests in broadband and media regulation. Improve understanding of public policy issues for community media.

Goal I. Access Humboldt will reach all geographic areas & diverse communities.

Strategies:

1. Invite participation and offer memberships to anyone in the community.
2. Communicate and promote programming opportunities.
3. Work with local cultural groups to help record local event coverage.
4. Gather community feedback -including viewers and producers.

Goal II. Access Humboldt will advocate for community media and broadband infrastructure.

Strategies:

5. Inform public policy deliberations of local, State and federal jurisdictions.
6. Facilitate open stakeholder discussions of regulatory policy governing broadband media.
7. Articulate policy principles for advocacy of community needs and public interests, especially localism.

D. Human Resources

Develop highly effective and motivated staff. Build volunteer participation and support.

Goal I. Access Humboldt will fully engage human resources available to support the organization -including staff, and volunteers.

Strategies:

1. Provide training and education opportunities to staff and volunteers.
2. Communicate goals and needs of the organization.
3. Develop incentives for staff and volunteers.

E. Fund Development

Create a fund development plan with diverse and sustainable revenue sources.

Goal I. Access Humboldt will have a sustainable funding base.

Strategies:

1. Identify activities to generate resources including grant funding as appropriate.
2. Offer services for a fee utilizing available human resources, facilities, and other assets.
3. Attract sponsorship and underwriting to support programs and activities.
4. Maintain and develop a fund development database.

F. Future Planning

Develop and maintain a current strategic plan.

Goal I. Access Humboldt will have a visionary, creative, strategic plan to guide the organization for the next 3 years.

Strategies:

1. Annually review Strategic Plans and revise as needed.
2. Create and maintain mechanisms for ongoing evaluation and needs assessment.
3. Plan for innovation and continuous quality improvement.

G. Governance

Be responsive and accountable to the community.

Goal I. Access Humboldt will have successful relationships among board, staff and volunteers.

Strategies:

1. Create and maintain an environment of mutual respect and support.
2. Clarify and ensure an understanding of the roles of board and staff.
3. Create an environment which supports our volunteers.

Goal II. Access Humboldt will have a diverse, passionate, and creative Board providing responsible leadership and excellent governance.

Strategies:

4. Expect high standards of performance and participation from Board members.

5. Develop a job description, including committee responsibilities, for Board members and officers.
6. Provide board members with appropriate training and tools to do their job.
7. Form and maintain effective committees.
8. Develop and maintain an effective nominating committee to assure the continuity of excellent Board of Directors.

Goal III. Access Humboldt will be open and accountable to the community.

Strategies:

9. Board meetings will be open, efficient and effective.
10. Governance process will ensure that all legal and contractual obligations are met.