

BUILDING A SUSTAINABLE
FUTURE

NHPBS STRATEGIC PLAN
2019 - 2022

STRATEGIC PLAN 2022

At New Hampshire PBS our passion is to serve the public through broadcast television, online, on mobile devices, in classrooms, and in the community.

Our legacy has been a balance of local service blended with national and international content. We strive to develop and sustain meaningful partnerships with community organizations and businesses.

In 2011, our world was in turmoil with the sudden loss of 31% (\$2.7 million) in state funding. It called for our board and staff to not only make significant cuts in expenses but more importantly to re-invent NHPBS into an organization ready to embrace change while seeking new and innovative ways to continue operations.

At NHPBS we understand that traditional models of fundraising and content delivery are not sustainable. Over the past few years, we have been able to advance our mission through ground breaking relationships with organizations such as the WGBH Educational Foundation and NETA, the National Educational Telecommunications Association. We will continue to explore new alliances well into the future.

This strategic plan has been developed with public, staff and board input. It lays out strategies for each division to assess, develop, deliver and evaluate all activities to ensure our programs and services remain relevant.

Central to the plan is the concept of Kaizen which means continuous process improvement. In order to achieve our goals, NHPBS staff will align their individual work plans to the overarching strategy. In order to keep pace with the changing media landscape, we will conduct bi-annual reviews of the plan and course correct as necessary.

We are steadfast in our mission to serve the public interest and improve the quality of life for everyone in the Granite State. This plan is our roadmap.

Peter A. Frid
President and CEO
NHPBS

March 2019



OUR MISSION

To be a catalyst for new ideas, community connection and civic engagement through the delivery of compelling, relevant and meaningful programs and services.

OUR VISION

- To strengthen and connect our communities using the power of public media
- Be the most trusted and utilized media brand in the state
- Be a sustainable organization for our staff and the communities we serve
- To provide innovative services to ensure universal access and public safety
- To adapt and evolve to keep up with whatever comes our way

OUR CORE

- People
- Storytelling
- Lifelong Learning
- Technology & Innovation

OUR VALUES

- Trust
- Excellence
- Integrity
- Collaboration
- Teamwork
- Inclusion
- Resilience
- Kaizen*
- Innovation
- Accountability

* Continuous process improvement

CONTENT, OUTREACH, ENGAGEMENT AND EDUCATION

Strategic Goal

Ignite community conversations, civic engagement and connections through the creation and curation of high quality, trusted, relevant, and meaningful content.

Key Initiatives

- Create, curate and distribute high quality locally-relevant content across all platforms
- Connect communities with engagement projects and activities
- Streamline independent producer program pipeline
- Create synergies with public media across Northern New England
- Understand ages, stages and demographics to better serve audience
- Engage lifelong learners with educational content
- Create a disaster coverage plan
- Explore development of new arts, culture and public affairs programming strands



GRANITE STATE
Challenge



COMMUNICATIONS & BRAND AWARENESS

Strategic Goal

Attract new and retain existing audiences on current and emerging platforms.

Key Initiatives

- Communicate the value of the NHPBS brand through internal and external public relations
- Be an essential resource and partner for community engagement
- Build strategic relationships that increase awareness and create funding opportunities



TECHNOLOGY AND INFRASTRUCTURE

Strategic Goal

Embrace and implement new technology to support digital and broadcast distribution and integration.

Key Initiatives

- Maintain and upgrade facilities
- Embrace technology and innovation
- Support production, broadcast and desktop technology



ORGANIZATIONAL CAPACITY

Strategic Goal

Create a strong, diverse and well-trained organization to ensure that we are nimble and efficient in providing relevant and high-quality programming to the community.

Key Initiatives

- Staffing; Add additional staff to achieve key initiatives
- Employee engagement; ensure all employees feel appreciated and engaged within the organization to create a healthy and balanced work/life culture
- Organization program awareness; provide all employees universal access to resources and benefits available through NHPBS
- Safe work environment; a safe work environment is essential to a healthy and productive workplace
- Professional development; encourage opportunities that will enhance the skill set of our diverse workforce
- Compensation and benefits; provide a comprehensive and competitive benefits package to all employees at market rate to ensure that employees feel valued




FINANCIAL SUSTAINABILITY

Strategic Goal

Develop and implement a plan to achieve financial sustainability

Key Initiatives

- Create and implement a multiyear funding plan that strengthens current donor relationships and identifies new opportunities for financial support in order to address current and developing funding challenges
- Strengthen “value proposition” to improve NHPBS’ financial sustainability



AVAILABLE ANYTIME, ANYWHERE

NHPBS makes its programming available everywhere, all the time, to everybody — no matter how they access our content

NH  **PBS** **NH**  **EXPLORE** **NH**  **WORLD** **NH** @create **NH** 

Our content is also available online at nhpbs.org and via NHPBS Passport.