**KBOO 2015 Staff Objectives**

# OCTOBER Report

# 2015 MESSAGING Objectives

**1. Messaging for Fundraising/Development**

**Objective 1:1:** We will make sure that the messaging plan and messages all year in all forms include each of the "Ways to Support KBOO" multiple times.
Who: Monica and Dev. Coord.
Timeline: On-going
**Status:** We are putting these messages in our monthly newsletters and developing promos for each one. We have promos running for donating your car and planned giving currently.

**Objective 1:2**: We'll make a plan for promotions/communications/advertising for campaigns and drives.
Who: All staff - led by Dev Coord
By When: On-going
**Status:** Kari Koch was hired before and during the drive for social media messaging which gave us a lot more on-line action. We also had posters and flyers hung all over town and ads in the WIllamette Week and Mercury. We had consistency in design using the same artwork that was on the hoodies that were a special thank you gift during the drive.

**Objective 1:3:** We'll increase the promotions/advertising budget in the 2015 budget.
Who: Staff and Board
By When: September 30, 2014
**Status:** DONE

**Objective 1:4:** We will fund and lead a re-design of our primary outreach materials.
Who: Dev. Coord.
By when: By June 30th, 2015

2. **We will focus on developing very effective Social Media in 2015**

**Objective 2:1** We will develop policies around social media use at KBOO so we are all using it toward the same goal and with the same guidelines/agreements.
Who? Tech Team will start it
By When? January 2015

**Objective 2:2** We will conduct a training for staff and key volunteers on social media use and include the policies above. This will include how to be effective on-line for KBOO (dig up old guidelines) Who? Staff Tech Team; By When? February 2015

**Objective 2:3** We will complete our google calendar for events, put it on the web and keep it updated. Who? Monica & Ani (create), Ani (fill in and keep updated) Jenka (put on web) by when October 15th. **Status: In process - should be completed by October 31st. We're working on linking the data on the right hand side so we don't have to do double data entry.**

**Objective 2:4** We'll ensure that one of the essential skills and job duties of the Development Coordinator position is coordination of social media & promotions.
Who? Monica By When? November complete job description and pass by staff

**Objective 2:5:** We'll create a social media plan, know what our goals are and ensure all social media and messaging is working toward those goals. This will include ramp-up times, elevating and megaphoning what we are already doing.
Who? Development coordinator By when? June 30, 2015

**Objective 2:6:** We'll ensure automation of our existing content and make sure RSS is working for podcasts and website. Who? Staff tech team. When? As website is developed

**Objective 2:7** We'll use social media to connect with the African Hip Hop Caravan and build excitement and listenership.
Who? Mic and Kari, starting in October and going through November while Mic is traveling in Africa. Plan in October, launch in November while Mic is in Africa
**Status: Happening now through Twitter, facebook, Kari and mic planning.**

3. **Strategic press releases**

**Objective 3:1** We will update our press list and continue to keep it updated.
Who? Sun and Monica By When? October 31, 2014
**Status: List is complete. Needs to be put in DP with a special media code. We will keep this updated by adding reporters we build relationship with. Monica met with Anna Griffin from the Oregonian in October about homelessness and Pacific NW Social Forum.**

**Objective 3:2** We will develop a plan for strategic press release writing and releasing :} This plan will include building relationships with the media.
Who? All Staff By When? December 31, 2015

4. **Strategic internal communications with programmers/hosts**

**Objective 4:1** We will make a plan for getting timely info to on-air hosts for announcements, etc. for news internal to KBOO.   This may be an internal blog or a wiki.   Who? Staff
By when?  March 30, 2015

# Membership Department 2015 Objectives

**Overall Strategy:**  Spend one more year with generally the same drive dates, a 3-day experimental December Drive (hopefully with a match for new donors), encouraging and growing EFT.  Consider trying new dates next year, after one more stable year.

**Proposed Drive Dates:**
1.      Fall Drive:  October 1st (Weds) through 11th (Sat.)– internal goal $70K; external goal $80,000 - **DONE Raised $85K in Pledges**
2.      Special December Drive for New Donors (hopefully with a new donor match!): Dec, 4th, 5th & 6th (Th, Fr, Sat).  Internal goal $15K –External goal $15K (1:1 match for all new and increasing donations of $5,000) - Goal of $20,000
3.      Winter Drive – January 26th – February 7th - Goal of $80,000
4.      Spring Drive – 5/10-5/23 - Goal of $80,000
5.      Fall Drive #2 - 9/8-9/19 - Goal of $70,000

**GOAL 1:  Increase overall membership revenue by $50,000**

<u>**Objective 1**</u>:  Increase EFT/Monthly donors by 150 people for an increase of $20,000 annually.  Avg monthly donation = around $10.50 = $18,900 annually **Better update will happen in November once the Fall Drive Data has been entered and processed.**

           ***Strategy 1:1*** – Update all pitch materials to focus on EFT. **Need to Do**
           ***Strategy 1:2*** – Train a volunteer to lead calling any/all EFT's that lapse (credit card changes, etc.) - **need to do**
           ***Strategy 1:3*** -  Develop materials and messaging that focuses on this and encourages this option. - **need to do**
           ***Strategy 1:4*** – Send an annual letter to EFT/Monthly donors with an ask to increase their monthly donation. Consider doing follow up calls. - **letter was sent in July. I think it will be an annual letter sent in the summer**
Status:

<u>**Objective 2**</u>:  Increase new Members by 350. Avg Member Donation = around $85 = $30,000 annually.
           ***Strategy 1:*** Winter drive will focus on new donors with messaging and strategy (Spring and Fall will focus on current with messaging and strategy)
           ***Strategy 2***: Do a 3-day Special December Drive focused on new members/donors
           ***Strategy 3-***   Early November letter asking our current members to ask 5 friends to become members. **In Progress**

**Strategy 4 -** Ask our current members to host house parties in December.

**Strategy 5:** Secure at least $5,000 for new and increasing members/donors for end of year (November & December?) **Status: We applied to 6 foundations for a $5,000 donor match for December. We had a conversation with one.**

*Objective 3:* Renew all drive pitch materials and trainings.

**Strategy -** Ask programmers for input about how to pitch their shows. Work on changing language to promote monthly giving the most.
**Status: In Progress - I've gotten about 25 responses**

**Objective 4:** Continue renewal mailings

**Strategy -** Send out monthly renewal letters to members. Also see what the return rate is for the letter that went to former members with expiration dates between 2-5 years. Maybe make this an annual mailing.
**Status: On Going. Letter to to 2-5 year expired folks was sent out.**

**Objective 5:** Re-start subvert letters/sweepstakes to try to shorten the length of the drives.

**Strategy -** Write a letter asking for donations before the drive in order to help make the goal sooner which in turn means less air time pitching.
**Status: Done - Raised about $13,000, maybe more all the data entry has not been done**

**Goal 2: Membership Engagement – we will provide opportunities for meaningful member engagement at KBOO that makes us a stronger, more engaged organization.**

**Objective 1:** With the board membership engagement committee, host at least 2 events for meaningful engagement with KBOO members.

**Strategy -** Meet with Mic, Adin and Timothy to discuss and finalize a plan for creating membership engagement events.
**Status: Met Once**

**Objective 2:** Invite members to participate in KBOO sponsored events.

**Strategy –** Including information in monthly email bulletin to get members to come in and volunteer and support KBOO in all the ways they can.
**Status: In Progress**

**Objective 3:** Send out monthly email bulletin to members/listeners
**Status: In Progress - Handed off responsibilities to Rabia Yeaman.**

**Objective 4:** Respond to listener/member inquiries in a timely and courteous manner
**Status: Ongoing**

# 2015 Volunteer Program Objectives

Objective 1: Set-up and transition to the on-line system for volunteer sign-up for tasks and trainings  When: By January 1st
Lead: Ani

◦    Information from Phil Stockton and assessing his suggestions re: online volunteer mgt resources.  Possible meeting with Phil (by Sept. 23rd)

◦    Begin use in October orientation

◦    Recruit 3 data entry volunteers to help make sure all data entry is caught up (better use/organization  of volunteer information in DonorPerfect) by Dec. 31st.

**Status: Started assessment of several online resources.  Realistic to make decision in November, and to begin use before December 31st.  Volunteers have been identified and trained- will start using new options in DonorPerfect in November.**

Objective 2: Hold semi-annual volunteer appreciation events
When: Next held November 7th – 9th?  Then in May (after spring drive)
Lead: Ani

**Status: We have adequate budget to cover two moderate appreciation events this year. Ani is currently researching available venues.  Mic has reached out to Center for Intercultural Organizing, we've yet to hear back.  Ani will be visiting the Friends' Meeting House on the 31st.  -- New planned date a Saturday afternoon in January.**

ñ  Check 2015 budget for ability to cover these.

ñ  Determine location

ñ  With or without awards?

ñ  Determine Food budget

ñ  Order catering or make other arrangements

ñ  Spread word like mad, at least 4 weeks out.

Objective 3:  Hold semi-annual Open Houses at KBOO, for listeners, members, and volunteers

- ◦ Creates social time which deepens the experience and value of KBOO

- ◦ listener / members get to talk with volunteers they may know from the radio

- ◦ volunteers get to show off station to friends / family

- ◦ Determine budget  (budget could be about $200 / each)

- ◦ Order food / wine accordingly

Lead:  Ani & Development Committee (Ani will take this to the Development Committee)

**Status: In process.  Thinking of a spring / fall schedule that might correspond to a couple of the membership drives.**

**Status:**

Objective 4: Begin to formulate and implement an internship program that supports the needed day-to-day work of the station as well as supports bringing new voices to KBOO and our community.
By when?
→ 1st step: identify day-to-day KBOO needs that may be filled by interns. (Oct. 15 – Nov. 15th)
→ 2nd step: create positions based on needs identified above, write internship descriptions (by Dec. 31st)
Lead: Ani, in partnership with Kathleen

**Status: Some support has come from Mic and Erin in reaching out to African American youth from PAALF and Native American youth in BLL. In progress. Potential internship participants in each program.**

**Overall, in process:  Identifying intern needs. Some internships have been identified and defined.**

Once formulated, seek funding for this internship program
Lead: Monica

# FINANCE DEPARTMENT FY 2015 Objectives

1. Plan for smooth transition to QuickBooks – **SEPTEMBER 2014** (MacRae to lead and Adin Rogovin to assist) – **TO BE COMPLETED IN OCTOBER 2014.**

**Status: Completed**

a.      Attend QuickBooks for non-profit seminar 9/4/14

b.      Create a clean efficient chart of accounts, jobs and class system for QuickBooks with Adin Rogovin the week of 9/9/14 to 9/12/14.  (Emailed Adin 8/27/14 to schedule the meeting – waiting for response).

i.      Chart of accounts – bank accounts, credit card account (BOTC credit card), liability accounts, asset accounts including fixed asset accounts and equity accounts.  MacRae to create a spreadsheet beforehand with current above accounts in use and balances.

ii.      Income and expense accounts – MacRae to bring spreadsheet of current expense and income accounts to clean up and write definitions including mapping vendors to specific expense accounts.

c.      Have Tancred install QuickBooks onto finance computer the week of 9/9/14 to 9/12/14 and program an automatic backup to the shared drive – finance folder.  Do we want to install the data file to the shared drive? DONE

d.      MacRae to create a KBOO data file the week of 9/16/14 to 9/19/14 and start setting up including setting up Ana as the administrator, Monica as backup and Alex with specific permissions to AR and AP only.

e.      Export customer and vendor databased from PeachTree to QuickBooks.  Set Alex up with his own username and password and specific permissions.

i.      Have Alex update all vendor addresses in QuickBooks because the address field in QuickBooks is one field and the address field in PeachTree is 4 fields so we will need to make sure addresses are in correct field.  Double check to make sure all 1099 vendors are setup correctly with the 1099 check box marked in QuickBooks.  While he is updating addresses have him make sure that

ii.      Have Alex enter all AR outstanding invoices.  TO Train on AR later – see October 2014.


2.      Plan for switching from cash to accrual accounting system **– SEPTEMBER 17th 2014** (Finance committee to lead and MacRae to assist)
**Status: Need to move to December 2014 due to audit review coming up in November and I need to train myself on DonorPerfect/QuickBooks module.**

a.      Meet with finance committee September 17, 2014.

b.      Provide a list of accounts payable that should be tracked by accrual accounting system and map (credit/debit) accounts.  (A list of vendors, date due, total amount due, monthly amount due and what accounts to debit and credit).

c.      Discuss types of income to track such as pledges receivable – NEED TO WORK WITH DONORPERFECT on QuickBooks module to understand how both programs will work together.


3.      Plan for tracking grants – **SEPTEMBER 2014** (Michael Wells to lead and MacRae to assist)
**Status: Completed**

a. Meet with Michael Wells the week of 9/15/14 to 9/20/14 (Emailed Michael Wells to schedule a meeting – waiting for response).

b. Create an unrestricted, temp restricted and permanently restricted grant form including definitions.

c. Add any additional accounts to QuickBooks for tracking grants.

4. Legal calendar – **OCTOBER 2014** (Zale to lead, MacRae and Monica to assist)
**Status: Completed**

a. Zale, MacRae ad Monica to meet 10/15/14.

b. MacRae to create a list of state and federal obligations, bills due and forms to fill out and to add to calendar. We decided not to put bills on this calendar.

5. Ensure finance committee meeting has financial reports by the 3rd week of each month – **On-going monthly** (MacRae to lead and Monica Beemer to assist)
**Status: Completed for October**

a. Monthly financial reports to include budget vs. actuals, balance sheet and narrative support.

b. Meet with Monica Beemer the week of 10/14/14 to 10/17/14 to write budget vs. actual notes.

c. Add reports conversation to October 22nd agenda. What other reports would finance committee like to see and/or are there any customized reports we need to create in QuickBooks?

6. Setup bill pay system with Bank of the Cascades – **JANUARY 2015** (Alex Roberts to lead and MacRae to assist)

a. Have Alex create a list of monthly operating bills that can be added to bill pay.

b. Alex and MacRae to meet the week of 1/6/15 to 1/9/15 to go over vendor bill pay list and create procedures for processing bill pay. (need to send email)

c. Alex to enter vendors into BOTC bill pay control panel 11/4/14 or 11/6/14.

7. Finish updating finance coordinator manual and update finance assistance manual – **FEBRUARY 2015** (MacRae to lead and Alex Roberts to assist

a. MacRae to make any changes to finance coordinator manual based on any procedural changes made in fiscal year 2014. MacRae to create a task by day, task by month and task by year manual. (Monica to proof)

b. Alex to make any changes to finance assistant manual based on any procedural changes made in fiscal year 2014. Alex to create a task by week, task by month and task by year manual. (MacRae to proof)

8. Draft/create expense savings plan – **MARCH 2015**

a. Any additional areas we can cut expenses.

b. Do we want to start a non-restricted savings?

9.      6 month budget re-do – **APRIL 2015**


10.   Some type of financial training for the staff and/or board – **JUNE & JULY 2015**

11.   Benefit package description – **AUGUST 2015**
a.      A brief 2 page outline of our health, dental, disability and life insurance benefits.  Such as our deductibles and a brief description of what each benefit includes.


# PROGRAMMING objectives

**Goal 1:  Train and Retrain Content Producers through the development of an Intern Pilot Program for AM-Public Affairs**

Objective 1:1 Develop statement of need as to what content producers are, when they are needed to volunteer for AM-PA, and what we hope they will produce by end of internship.
By when?  November 1, 2014
Jenka: I have just met with three students who will be interning this semester - I'd like to work with Kathleen to have them be available for her to do whatever tasks need to get done for AM-PA

Objective 1:2 Develop curriculum of classes and possible individual tracks. Refer to Jenka's curriculum.  By when?  November 1, 2014
Jenka: These tracks and curricula are all available on the s:\staff\training folder

Objective 1:3 Develop application for internship with deadlines  By when?  November 15, 2014

Objective 1:4 Develop outreach plan to reach people of color, youth, women, LGBT, etc.
Our localized contribution to this effort will involve equity work with Black and Brown youth and underserved populations through strengthening outreach, educational efforts including training and internships in technological skills of radio production, engineering, event production, related to relative news and public affairs, music,arts culture and entertainment. Directing some of the potential on air talent in the area of Urban Programming will shape our contribution to and relationship with the Grassroots Radio Union Hip Hop Radio Union. There is a dropbox account set up by GRCHHRU to share music and there will be content created and aired by kboo programmers shared with this national network.
Who- **Mic, Kathleen, Erin**  November 15, 2014
**Status: In process**
Objective 1:5 Develop schedule of classes and assignments  By when?  December 31, 2014

Objective 1:6  Develop plan for evaluation of Intern Pilot Program By when? January 15, 2015

Objective 1:7 Implement internship program.  By when?  January through June (and on-going)
**Status: In process**
**Goal 2:  Make an ARCHIVE PLAN for KBOO - Erin**

Objective 2:1 – Research how archiving of programs and uncut interviews and lectures currently happens by staff and volunteers - questionnaire, interviews, etc. - Complete by Jan, 2015
**Status:  Personal conversations, will put in the Nov and Dec bulletins**

Objective 2:2 - Research how archiving happens at other radio stations  - Complete by Jan, 2015-  **Status:** Oct 2014 - have feedback from WORT and KPFT. Inquiries out to 11 other stations and on the NFCB List

Objective 2:3- Create "Ideal plan for archiving files" document, and bring to Programming Committee, and Program and Tech staff -  - Complete by March PAC meeting, 2015

Objective 2:4 incorporate feedback and present document to volunteers in email and plan open meeting for feedback - Complete by March 30, 2015

Objective 2:5- take feedback and make document of final plan, including any budget requests -  - Complete by April, 2015

Objective 2:6  - implementation plan with timeline document disseminated widely- Complete by April, 2015

Objective 2:7 - implementation of plan - Complete by June, 2015

Objective 2:8 - Evaluation and revision of archive system - Complete by September, 2015

**Goal 3:  Make an EVALUATION PLAN for KBOO Programs - Erin**

Objective 3:1 – Research and create a timeline for single show evaluation. - Complete by Jan, 2015

Objective 3:2 -Meet with Programming Staff about Evaluations - what has worked in the past, what are the obstacles for evaluations being completed  - Complete by Jan, 2015

Objective 3:3- Create Timeline for Evaluations. Bring to Programming Staff and Program Co mmittee  - Complete by Feb PAC meeting, 2015

Objective 3:4 incorporate feedback and present document to volunteers - Complete by March 1, 2015

Objective 3:5- implementation of plan - Complete by August, 2015

Objective 3:6 - Evaluation and revision of Evaluation system - Complete by August 31, 2015

Objective 3:7 - Create Evaluation Plan for FY 2016 - Complete by September Program Committee Meeting, 2015

**Goal 4: Develop a Second Stream (Jenka)**
Objective 4:1: work with timeline of new website to build in second stream components needs to wait until timeline for new website is developed

Objective 4:2: Begin with time shifted - 12 hours from regular schedule and an automation system to allow scheduling of recorded and live content.

Objective 4:3: Recruit and schedule programmers for the second stream.
When: As new website is completed. May need to be coordinated with the new studio build.


**Goal 5: Survey of non-listeners for input on programming and on-air content (Grant contingent - Jenka)**
Obj. 5:1 Make a plan
**By when: Nov. 15**

Obj. 5:2 Fundraise
By when: Jan. 1

Obj. 5:3 Implement
By when: April 15, 2015

**Status: Jenka is working on plan and getting quotes from surveying companies by Nov. 15th - the survey has been written by a surveying expert volunteer**

**KBOO Website Project RFP - Jenka**
See tech objectives.

# DEVELOPMENT Objectives

**1. Staffing:**

**Objective 1:** We will hire, train and support a Development Coordinator
Who: All staff - Monica Lead  By when: January, 2015

## 2. Major Donors

**Objective 1:** We will raise $5K in match from major donors for the October 2014, and Winter Membership Drive.  Who: Monica, Sun and Dev. Coordinator.   By when: On-going. **Status:  We raised $7500 in matches for the October membership drive.**

**Objective 2:** We will ask major donors to host house parties in December 2014 to bring in new members and donors with the match.
Who: Monica & Sun  By when: Plan by September 30, 2015  **Status: Not completed - need to do.**

## 3. Events

**Objective 1:** Continue to promote kboo to different demographics and increase kboo's exposure to diverse communities
Who? Mic By When?

**Objective 2**: Produce a signature event that will increase kboo's profile in the community and give members, supporters, community a chance to celebrate kboo, themselves, have fun!
Who?  Ani & Mic  By When?
**Objective 3:** Turn the development committee into the events committee officially and have an arm of that dedicated to finance and fundraising. On the events front, have a dedicated team of volunteers to help bottomline effective and consistent promotion of events. Propose more buy-in from programmers related to promotion of events. Meet with Erin to develop a strategy for getting programmers on board.  Who? Ani & Mic  By When?

## 4. Businesses

**Objective 1:** We will develop a list and ask for at least a $5,000 match from business "sponsors" for the Spring Membership Drive.
Who: Sun and Monica  Timeline: Written plan by March 15, 2015

## 5. Campaigns:

**Objective 1:**  We will secure $5,000 match for new member gifts in December 2014.
Who: Monica  By when: Foundation asks by August 31.  **Status: 6 grant applications for $5Kmatch were submitted in July and August.  Spoke with Vernier who said they would do some match but likely not the full match.**

**Objective 2:**  We will consider a "special" campaign to fund a new website if we cannot fund in other ways.  Who: Tech team assess need  When: December 31, 2014  **Status:  Board passed a budget with $20,000 to complete this. There is also $10,000 in the Meyer grant to help pay for this.**

**6. Foundations:**

**Objective 1:** We will hire an hourly grant writing contractor until we are able to hire a development coordinator.   Who: Monica and Michael
By when: Starting in September (we have .50 FTE in the budget but we are waiting to hear from MMT to know if we can hire a person full-time. **Status:  Kari Koch hired to help with grant application development.  We continue to meet and develop applications.**

**Objective 2:**  We will write and submit at least 3 grants per month (after hiring grant writer) and develop a template for all of the cost centers.  Who: Grant writer contractor and then Dev Coordinator.  By when: On-going.  **Status:  We have submitted 7 applications and are meeting with Collins Foundation (no application submitted yet) and Meyer in the next two weeks (have $150,000 3-year grant in final stages - will hear in December).**

**Objective 3:** 50% of all grants we write will be for general operating (expenses that are already within our budget) to meet our goal of at least $5,000 foundation income per month starting in December.  Who: Grant writer and then Dev. Coordinator
By when: On-going  **Status:  We are working hard to meet this goal (see above)**

**7. Planned Giving:**

**Objective 1:**  We will create a planned giving brochure and communication plan for major donors and others to regularly ask them to remember KBOO in their estate planning.
Who: Sun and Development Coordinator. By when? February 2015

# Station Co-Manager Goals & Objectives 2015

GOAL 1: TO SUPPORT CONTINUED FINANCIAL STABILITY FOR KBOO THROUGH STRATEGIC REVENUE DEVELOPMENT

Obj.1.1: Hire, orient & support a Development Coordinator to focus on foundations & communications/messaging.  By when: January 2015  Lead: Monica

Obj.1.2: Ensure we are planning and writing grants to meet our $5,000 month goal.
By when: On-going; Lead: Monica, then Development Coordinator
**Status: We hired Kari Koch to assist us 10 hours a week to support grant writing. We are mostly working from the plan already created by staff and presented to finance committee and board of directors.**

Obj.1.3: Support the membership department in meeting the 500 new member goal. Ensure our whole organization is working on this as a goal.

By when: On-going  Lead: Mic
**Status:**

GOAL 2: TO SUPPORT EXCITING (COMMUNITY-CONNECTED, NEW IDEAS, FUN) PROGRAMMING

Obj.2.1: Work with programming staff and others to create clear partnerships and support for; Beats, Lyrics, Leaders; Portland African American Leadership Forum; Hip Hop Union/GRC; Afrikan Hiphop Caravan.
By when: On-going  Lead: Mic
**Status: Ongoing, in process, some aspects completed**

Obj.2.2: Make sure News From the Boo stays vibrant and increases listenership and engagement with the station.  By when: On-going  Lead: Mic & Monica (every other week)
**Status: On-going. Will create a way to evaluate if this is happening.**

Obj.2.3: Attend all KBOO programmer trainings and utilize the skills we learn in a way that helps the station and the staff.  By when: On-going attend trainings; make a plan for engaging skills in Fall (so we don't lose the skills)  Lead: Mic & Monica
**Status: Not done**

GOAL 3: HELP MAKE KBOO A GREAT, FUN, SAFE PLACE TO WORK, VOLUNTEER, ETC.
Obj.3.1: Support the staff with structures and support needed for do-able jobs, including ensuring we fulfill all the obligations/supports of the union contract. With staff develop procedures for consistency in KBOO work.  By when? On-going  Lead: Mic & Monica
**Status: Finishing up finalizing job descriptions and need to focus on evaluations for the first quarter.**

Obj.3.2: Support staff and board training that builds relationships and provides needed skills and support.  By when? On-going  Lead: Mic & Monica
**Status: Monica has been developing a Racial Justice Training for November 1st and met with Allanna Heinz for a January Building your Ally Skills Against Oppressions training/beloved community.**

Obj.3.3: Meet 1:1 or 2:1 with board members for relationship building and support for KBOO.
By when? On-going  Lead: Mic & Monica
**Status: In process**

Obj.3.4: Ensure that we are increasingly using a racial, gender and class justice lens in all our work at KBOO.  By when? On-going  Lead: Mic & Monica
**Status: We're having more discussions about this in staff and board meetings. We need to develop a way to evaluate if this is happening.**

Ojb.3.5: Meet bi-monthly with our supervision team from the board.
By when: On-going.  Lead: Mic & Monica. **Status: On-going. Meeting twice in October.**

GOAL 4:  SUPPORT EXCITING, CLEAR AND CONSISTENT MESSAGING THAT WILL ENGAGE NEW AUDIENCES AND ENCOURAGE ACTION BY OUR MEMBERSHIP AND LISTENERS.

Obj.4.1: Hire a Development Coordinator to lead the implementation of messaging plan that is created by staff. Make sure all staff & board are aware of and using/supporting this messaging. When? January, 2015  Who? Monica

Obj.4.2: Make sure our new website & app. have all the support needed to enage audiences with social media and messaging.
When: As website is developed  Who?  Staff tech team- Mic & Monica support

Obj. 4:3: Make a plan for hiring a website coordinator in FY 2016 - to fulfill one of the #1 priorities of the KBOO staff staffing plan developed in July 2014. When: Plan by June 30, 2015.  Lead? Monica

GOAL 5:  INVEST IN AND SECURE OUR FACILITY, EQUIPMENT AND INFORMATION TECHNOLOGY.

Obj.5.1: Create a 3-year IT and equipment maintenance & replace plan and budget.
By when:  July 31, 2015  Who? Staff tech team, Mic and Monica lead

Obj.5:2: Create a 3-year facility equipment and maintenance plan and budget.
By when: July 31, 2015.  Who? All staff, Mic and Monica lead

# Tech Objectives for 2015

Staff Tech Team: Mic, Monica, Erin, Tom, Jenka and Tancred (IT Contractor)

**PHONE SYSTEM**
1 – Research and make a proposal by Sept 30, 2014 – TANCRED
**Status: Behind schedule - changing date to November 15th.**
2 – Make a plan and budget based on tancred's research – Tech Team
3- Get Funding  – Tancred and Tech Team
4- Implementation Plan – Timeline? – Tancred (possible outsource)

**DOCUMENTATION**
1 - Set up a system everything from here forward is documented
**Status: Researching alternatives.**
2 - create a support ticket system that docs and works with above system

By when? September 2014 - Tancred
**Status: Researching alternatives.**


**SERVER ROOM**
1 – Finish  Server Room by November 30, 2014
Server Room Team lead by Tancred and Mic
**Status: 7 RFP's are out, waiting to hear back from vendors, sheet rock going up this weekend.**
2 – IT /Assurance Assessment
      Budget Out get cost on assessment –
      Get bid by Sept  - Tancred
      Ask ITA if there's more info on existing tech at KBOO
**Status: I say we are done with IT Assurance - Tancred**
3 - make producers resource (sound effects library, music beds) that can live on the server by March, 2015 - Tom


**SECURITY**
1- Across the board Virus protection  by Sept 30 - Tancred
**Status: Done**
2 - Understanding and documenting security on network now by Oct 31st, make a plan based in assessment - Tancred
**Status: (Dependent on the picking system above)**
3 - implementing new firewalls by Nov 7 - Tancred
**Status: Push out after Server Room completed - Dec 7**
4 - Incorporate all software updates into WSUS by Nov 30th - Tancred
5 -Assess the possibility of Dongle/ DMZ for drives by March 30, 2015 - Tancred
**Status: Done - all PCs check USB dongles using antivirus**


**VIRTUAL PRIVATE NETWORK**
Assess, plan, implement - October 31
**Status:   Push out two months.**


**SWITCH TO WINDOWS 7**
1 - Build a windows 7 image immediate by Sept 15th- Tancred.  All need virus protection as well - should be in the image
**Status: Done**
2 - Roll out by Sept 30 - Tancred and Tom
**Status: Done**
3 - ADOBE
      1 – put on erins laptop Sept 3 _**DONE**
      2 Erin will make training material by Nov 15
**Status: In Progress.**
      3 classes scheduled to begin after Nov 15th

**SERVERS**

1 - Assess what we have and what we need by Nov 30 - Tancred

**Status: Done - Not buying a server makes bottlenecks for many other goals.**

2 - Shuffle based on Needs, Uses, Goals - January 1st - Tancred

3 - Research Offsite backup of server - January 30 - Tancred

**Status: Implementing CrashPlan, because it is unlimited and inexpensive.**

**DISASTER RECOVERY PLAN**

1 - Create by June 30, 2015 - Tancred and the tech team

**HARDWARE**

1- Make a hardware replacement budget and plan that is ongoing - March, 2015 - Tancred

2 - Make budget for memory and hard-drives - March, 2015 - Tancred

**BOO Player**

1 - Replace by October 31, 2015 - Tommy - Plan for replacement -

research cart/automation software used by other stations

Tom:  **Status: Looking at IMedia Software used at other stations. Evaluating demo version. Timeline for implementation November 2014.**

**NEW STUDIO**

1- Plan studio with Erin and Jessy input, and price out new equipment by October 30 - Tom:

**Status: Initial input from Erin and Jessy. Need further input for studio capabilities. Have consulted with Mike Johnson concerning modern network based console and associated equipment. Initial equipment spec, cost estimate, and floorplan December 2014. Note: server room project must be completed prior to space availability.**

**ENGINEERING EQUIPMENT**

1- Make a plan and budget for engineering equipment replacement, including the DexStar  by March, 2015 - Tom:

**Status: Preliminary consultation with Harris transmitter rep suggests we should replace DexStar with contemporary unit. Current unit is still in operation. Purchase and installation are on track in the timeline. Additional work at the tower includes further breakout of the Burk remote control monitoring equipment, and establishment of virtual private network (VPN) conduit between station and tower. Power supply for the console in Production 1 is failing. New power supply has been acquired and will be installed by the end of December 2014.**

**WEBSITE & APP Objectives**

1. **Divide list of tasks for website support (front-end and back-end)**
   a. Delegate appropriately

b.   Make a plan for adding help/staff or contractor
    Who: Staff tech group  By when: November 1st

**2.      Implement KBOO website project and app project laid out in detail here:**
https://docs.google.com/a/kboo.org/document/d/1fRqlMLQHaDu_GhVNee0cH4GzebmNLhC6utG7zOET1oM/edit

          a.        Complete a Bidding process for a new website
          Who: Jenka
          By when: November 1st
          Status: RFPs have gone out to 8 companies - waiting for responses (10/23/14)

          b.        Contract outside company to implement above plan
          Who: Staff tech group
          By when: November 15th

          c.        Integrate social media and online fundraising with new website
          Who: Staff tech group working with new Development person
          By when: February 2015

**Membership Department Report**
We reached our goal of $80,000 and we raised $85K in 10 days. This includes about $13,000 raised prior to the drive with a sweepstakes mailing that allowed us to take one day off the membership drive.

Our monthly donation numbers are increasing and I think there will be an increase for the month of November as well, after all the membership drive data has been entered in.

Membership as of 10/20/2014 = 4532. I expect this number to increase once all the data entry from the membership drive is entered and payments are applied. We will have a more realistic number in November.

We will be having a three day new member drive 12/4-12/6. Monica is waiting to hear back from foundations regarding a matching grant for the drive. We are hoping to get a $5000 match.

I will also be working on an end of the year solicitation that will be included in the annual report mailing.

**Finance Department Report**
QuickBooks is now officially our accounting software and I was very excited to hear that Alex, Finance Assistant found that entering AP is far easier in QuickBooks (much more user friendly)!!!  We have actually started to do some expenses by department percentage such as

utilities.  We are starting to put keywords into our bill pay memo fields to be more consistent but more importantly to easily generate reports at the end of the year or any given time such as how much health benefits for a certain employee.  QuickBooks has a keyword memo find feature giving greater reporting capability.  We are also able to create labels for our files directory out of QuickBooks!

### *Income*

Sept actual is $51,881 and Sept budget is $36,323.  YTD actual is $702,512 and YTD budget is $689,132.  This means that we were over budget on income for the year by $13,380.

### *Expenses*

Sept actual is $47,590 and Sept budget is $60,238.  YTD actual is $690,176 and YTD budget is $690,850.  This means that we were under budget on expenses by -$674.

### *Net Income*

We end the year (FY2014) with a surplus of $12,336.  Our YTD budget was a deficit of -$1718.  Our YTD variance is $14,054 which means we were over budget and therefore met our goals.

### *Below the line Net Income (below the line is not part of our operating budget)*

In addition we have the $8,888 in OCF distributions including interest and unrealized gains that is below the line.  We also have the $20k bequest (temporarily restricted funds) and $12,224 has been spent. We have to decided to capitalize (depreciate) the IT Room build of $12,224 which gives us better cash flow.

Tancred submitted a (cheap) budget to complete the IT Room for a total of $23,661.   Since we have $7,776 left of the $20k bequest, the board will need to decide where the additional funds will come from.

### *Balance Sheet*

We have $65,230 in our operating account at the end of FY14 as compared to $42,995 that was in operating at the end of FY13.  This is a difference of $22,235 additional cash from last year.  Our endowment currently has a balance of $222,284.00 - permanently restricted and our money market savings which has a balance of $212,656.00 - board designated operating reserve.


### **Underwriting**

[FY 2014 GOAL: $70,000]

YTD (final):   $70,134.90 (cash)
               $18,816.00 (trade)
               _____
               **$88,950.90** (total signed*)

[FY 2015 GOAL: $60,000]

YTD (fiscal):  $4,829.00 (cash)
               $  720.00 (trade)
               _____
               **$5,549.00** (total signed*)

*[*I track how much has been signed; Finance has records of how much has actually been received.]*

**Volunteer Department Report**
The recent membership drive was successful on many levels! We had a higher percentage of program hosts fulfil their drive responsibilities without having been asked this drive, and the morale stayed up the entire time.

Following the drive, I've been primarily working with new volunteers (21 people attended the Oct. volunteer orientation), and re-focusing on departmental objectives.

PM News report - Jenka:
Our ALEC investigation project is now live online http://alec.kboo.fm - really stellar work by all involved.  Some people have suggested that we should submit it for awards - I could use some help with this, and with publicizing it more.

I have three interns for the semester starting next week - they'll be helping in the newsroom, and with Kathleen in Morning PA tasks